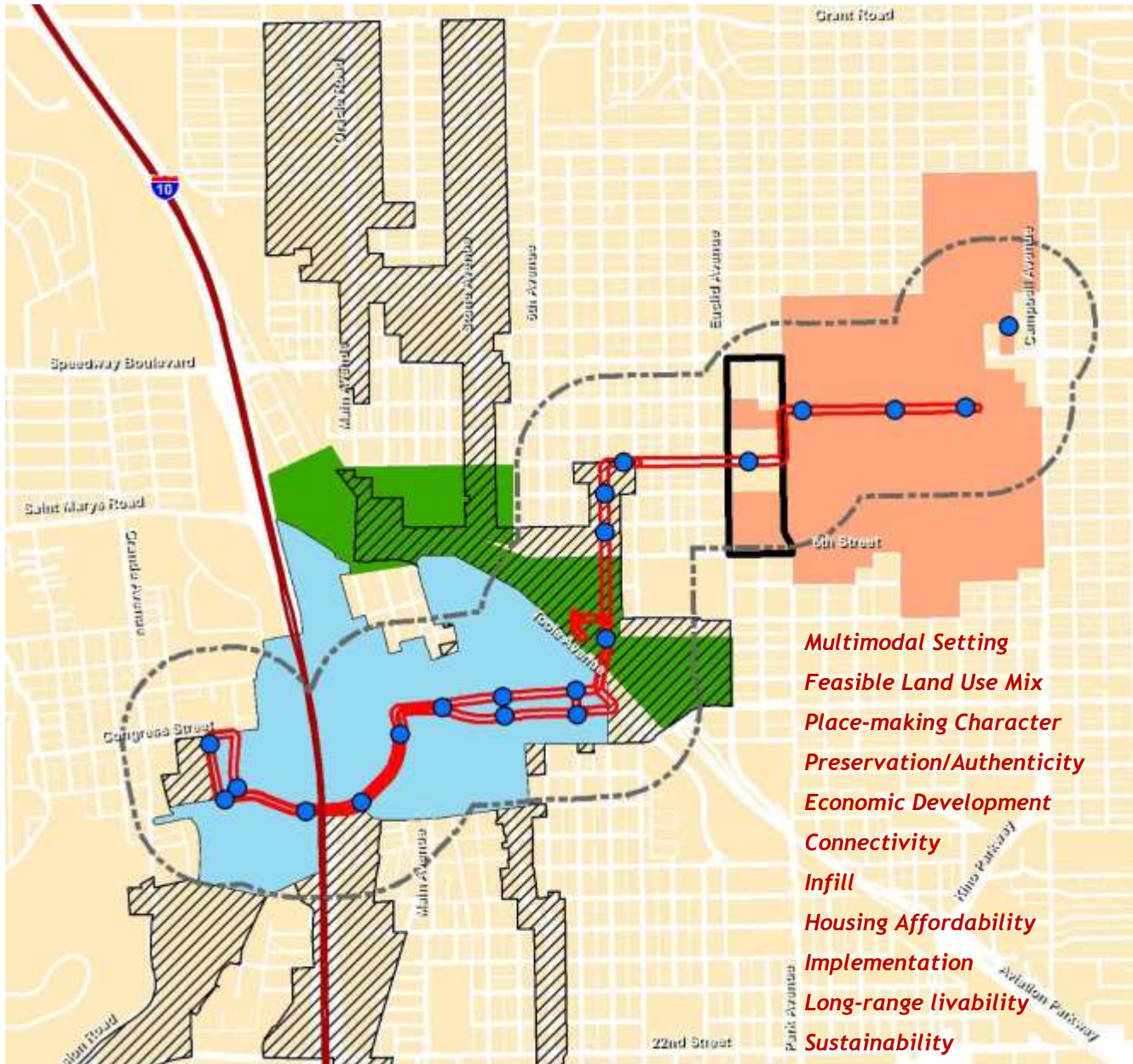


Tucson Streetcar Corridor Introduction and Overview (Task 1)



Tucson Modern Streetcar Land Use and Development Implementation Plan

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Introduction

About the Tucson Modern Streetcar

The City of Tucson has a unique opportunity to further position itself as a sustainable, economically vibrant and affordable place to live, work, entertain and learn. The Tucson Modern Streetcar is the catalyst for this transformation. Ideally, the streetcar system improves transit services, integrates access to all mobility needs, creates a place-making, walkable and livable corridor with an authentic character and sense of place, reduces carbon footprint, air pollution and heat island effect, provides connectivity to services, businesses, parks, recreation and open space, incorporates the latest sustainable tool kit, and showcases its Sonoran desert setting. To attain these, it is necessary to create a planning and urban design framework that supports such an integrated system.

Goals of the Tucson Modern Streetcar system:

- Link neighborhoods and major employment centers with a modern, convenient and attractive transportation alternative (modal choice)
- Provide quality services to retain and grow transit ridership
- Offer a broader range of transit options for corridor residents and businesses
- Reduce short corridor auto trips, parking demand, traffic congestions and air pollution
- Connect people to jobs and services with frequent, affordable, reliable transit service
- Encourage economic development and affordable housing options along streetcar corridor
- Contribute to the long-range sustainability of Tucson

Why do We Need a Streetcar?

In 2004, the City of Tucson began a thorough analysis of alternative transportation modes, with a rigorous public outreach process to ensure the project would meet the requirements for future federal funding. Mayor and Council adopted the modern streetcar route as the ‘locally preferred alternative’ in 2006, citing the ridership potential and positive economic benefits.

The Tucson Modern Streetcar is the product of this extensive transit study and one of the voter-mandated projects outlined in the Regional Transportation Authority (RTA) Plan approved by voters in 2006.

More than \$160 million has already been invested in the project area by private developers in the past 30 months. More than 500 jobs have been created related to professional services, engineering, design, construction administration, architecture, and public art, in addition to construction and utility relocation jobs for the Tucson Modern Streetcar project.

Tucson Modern Streetcar Core Benefits

The Modern Streetcar will have these core benefits for our community:

- Connect major activity centers such as Downtown Tucson, the University of Arizona, the 4th Avenue and Main Gate business districts, and the Westside redevelopment district
- Create new jobs and foster economic development
- Improve transit service for the region

Tucson Modern Streetcar Route

The 3.9-mile streetcar route connects major centers of social and economic activity, with more than 100,000 people living and working within a half-mile of the streetcar route. The route consists of four major segments:

- **West of Downtown/I-10:** The western terminus of the streetcar is on the west side of I-10 at Avenida Del Convento and Congress Street. The streetcar begins with a clockwise loop that operates north on Avenida Del Convento, east on Congress Street, and south on Linda Avenue. The streetcar travels on Cushing Street on the Luis G. Gutierrez Bridge over the Santa Cruz River and under I-10 into Downtown.
- **Downtown:** The streetcar operates north on Granada Avenue near the Tucson Convention Center until it turns east on Congress Street and operates through the heart of Downtown using the Congress Street and Broadway Boulevard one-way couplet. The streetcar will travel east on Broadway Boulevard and west on Congress Street. The streetcar exits Downtown by using the new 4th Avenue underpass.
- **4th Avenue/Main Gate:** The streetcar travels north on 4th Avenue through the 4th Avenue business district and then east on University Boulevard through the West University neighborhood and Main Gate business district.
- **The University of Arizona:** The streetcar turns north on Park Avenue and east on 2nd Street to operate through the University of Arizona campus. It then turns north on Warren Avenue and uses the Warren Avenue underpass to reach the Arizona Health Sciences Center and the University of Arizona Medical Center. It then turns east on Helen Street to reach its eastern terminus on Helen Street east of Warren Avenue.

History of the Tucson Street Railway (1897-1906)¹

The concept of a streetcar is not new to Tucson. In the late nineteenth century, Tucson was a growing town with a strong desire to project a metropolitan image. One key to continued development was the establishment of dependable public transportation to move Tucsonans around their newly bustling city. This is the story of the first streetcar line: the horse-drawn Tucson Street Railway.

Early railroads used both steam and horse-drawn equipment. Beginning in 1836, the depression delayed the widespread introduction of horsecars until the 1850's. By the mid-1880's most omnibus lines in larger cities, and many in smaller cities, had been replaced by streetcar lines. Until roads began to be paved in significant numbers primarily due to the advent of the automobile, public transit on rails was universally acknowledged as the way to go.

However, the use of animals as motive power had many significant drawbacks. Horses could only work four hours or less per day, and in hot weather they had to be replaced after every trip. As a result, in 1903, the Tucson Street Railway had 34 head of stock to keep three or four streetcars a day on the road. This amounts to about six changes of the team per day, or over a 12-hour day each team would work about 2 hours.

¹ W. Eugene Caywood and Keith Glaab (1998) Hooves & Rails: A History Of The Tucson Street Railway (1897-1906)

What goes in one end as grain comes out the other end as manure, requiring constant street cleaning and disposal. Service interruptions due to the stubbornness of the mule or horse was another drawback. More seriously, illness and death could bring the whole street railway service to a halt as happened with the "great epizootic" epidemic of 1872-3. This lethal flu-like disease killed thousands of horses across North America. Finally, there was a need to retire the animals after only a few years of hard work. All this led street railway companies to seek a replacement for the animal-powered system.

The obvious first choice was to try steam which was used successfully by the main-line railroads. However, the use of a steam engine on the streets of a city was more difficult. A steam engine is labor-intensive to maintain, so the few steam lines that existed were converted to electric fairly quickly.

The next alternative to emerge was the cable railway. Cable cars were used in mining and other industrial applications for some time, but cars were always attached directly to the cable. Cars in the street had to be able to stop for passengers and other traffic. There was a need for a practical "grip" to grasp and/or release the moving cable as desired. In 1873, Andrew S. Hallidie of San Francisco developed such a grip, and the success of his invention was immediate in allowing cars to climb the steep hills of his home city safely. This innovation quickly spread to 25 other U. S. cities, although in no city did they totally replace horsecars. Despite the extreme expense of creating vaults for the cables to run under each street which had a car line, it solved the problems caused by the horsecar.

Even with the high initial expense, cable cars were more economical as each could carry so many more passengers than a horsecar. The advent of a successful electric streetcar, 14 years later in 1887, caused cable lines to be abandoned as quickly as they were installed. By the time of the 1906 San Francisco earthquake, they were all gone, except those few in Seattle and San Francisco on routes too steep to be served by electric lines.

While cable and steam came and went, in many places the horsecar plodded on. For lightly used lines, or in small towns with short lines such as Tucson, and a sometimes inadequate supply of electricity, the horsecar made economic sense. In Phoenix, the bulk of the system was electrified in 1893. However, the Grand Avenue line remained horse powered until 1909.

Why was the Tucson Street Railway constructed as a horse/mule drawn line rather than electric? The electric streetcar had been in common use for a decade when the company formed in 1897. While Tucson had an electric company established in August 1883, its power plant was inadequate to supply lighting for homes, businesses, and streetlights. Between 1885 and 1888 the city was without streetlights. The electric company reorganized in October 1892, but the old power plant on Church opposite the Court House was not big enough for the growing community. It was not until a new plant was completed in January 1904 on 6th Street between Court and Main that the Tucson Gas, Electric Light & Power Company had the capacity to provide the power required by electric streetcars.



The Tucson Horse-drawn Streetcar (1897)

The Old Pueblo Trolley

Old Pueblo Trolley is an operating transit museum established in 1983 to educate the public concerning the history of public transportation in Tucson and Arizona. It operates historic electric streetcars in central Tucson. Beginning in the Fourth Avenue Business District, volunteers motored the trolley past a variety of shops and restaurants. The track then turned onto University Boulevard passing beautifully restored homes, boutiques and cafes, ending near the main gate of the University of Arizona.

The Tucson Modern Streetcar System-wide Benefits

The study area for the Tucson Modern Streetcar Land Use and Development Implementation Plan includes all land within one-quarter mile of the streetcar line, representing the area within a convenient walking distance (roughly five minutes). National research indicates that the strongest impact generated by the introduction of streetcar service occurs within one-quarter mile of its routes. Research also indicates that impacts generally extend in a uniform corridor along streetcar routes, owing to the half-mile spacing typically found between stops.

Organized into eight character areas that share similar land use characteristics, the study area provides a finer-grained and place-specific way of looking at land use changes the streetcar could conceivably attract and support. Dividing the corridor into smaller subareas enabled the Streetcar team to focus on critical sites, other targeted land use issues, and context and compatibility issues.

The streetcar can spur the development of a flourishing Downtown, transform the underdeveloped areas into thriving neighborhoods, enlarge the existing commercial districts, and link established neighborhoods to new jobs and amenities.

It improves access to premium transit service that is reliable, predictable, and offers a high-quality ride. The streetcar opens significant new transportation choices for the residents along the corridor.

It enables households along the streetcar line to be “car light” (own fewer cars) or car-free. Either option offers the opportunity for considerable saving. Nationally, the average yearly cost of owning a

car reached \$8,437 in 2010.² Modern Streetcar use costs less than one-third this amount when figured on an annual basis. Avoiding the expense of owning a car has a significant impact on lower-income households, which spend a higher percentage of their income on transportation than any other group.

The streetcar also makes both transit and walking more attractive for all residents. This creates significant quality-of-life benefits for people living, working and visiting the streetcar corridor. It improves walkability. Because the bulk of streetcar trips begin on foot, streetcar service increases pedestrian activity along its corridor. This activity can improve health, support local businesses and contribute to a greater sense of personal safety. Introducing the streetcar may also result in reduced motor vehicle speeds and may include facilities for pedestrians, such as improved crossing treatments and sidewalks. Infrastructure and streetscape improvements will make the walking environment more comfortable. Streetcar service invites more pedestrians to take advantage of areas where streets and blocks are well-scaled for walking, for example 4th Avenue, Downtown, Main gate, etc. It links distances between destinations or major employment centers like Downtown and the University of Arizona that are too far apart for comfortable walking. It encourages development and redevelopment that is pedestrian-oriented. In less developed areas like the Warehouse Triangle, a walkable street network can emerge as new destinations and sidewalks are created.

The Tucson Modern Streetcar can offer positive health benefits by promoting more walking, which leads to associated health benefits, by supporting air quality, and by encouraging travel on transit, on foot, and on bicycle as safer alternatives to driving.

It will encourage additional pedestrian-oriented retail, provide opportunities for mixed-use, create safe and thriving 24-hour neighborhoods where appropriate, expand housing choices, improve job access, attract new jobs and residents to the corridor, increase tax revenues, expand the creative economy, and provide real estate market benefits.

² This is a national average calculated annually by the American Automobile Association (AAA) for a medium-size sedan driven 15,000 miles in a year, with the cost of gas held constant at \$2.60/gallon. Taxes and current gas prices will push this cost higher.

Modern Streetcar, Light Rail and Commuter Rail/Subway Differences

The following table shows the difference between these three different transit modal choices.

Table 1

Differences Between Modern Streetcar, Light Rail and Commuter Rail/Subway



	Commuter Rail/Subway	Light Rail	Modern Streetcar
Operation	Exclusive Right-of-Way	Typically in Exclusive Lanes	Shares Lanes with Traffic
Traffic Control	Grade Separation/ Track Signals	Track Signals, Signal Pre-emption	Signal Priority
Travel Speeds	40+ mph	25-55 mph	25-35 mph
Typical Stop Spacing	>1/2 mile	¼ to 1 mile	2 blocks to ½ mile
Ridership Capacity	Very High	High	Moderate

Source: Psomas, Inc, 2013

Who Decided the Route for the Streetcar?

The streetcar route was identified in the *City of Tucson Major Transit Investment Study (May 2006)*, which developed and evaluated a range of transit alternatives and included consideration of demographic and growth projections, traffic and environmental issues, and economic development forecasts. Community involvement and public input has also helped to shape the project. A Community Liaison Group (CLG), made up of 35 representatives from stakeholder groups along the route alignment, was formed in 2004, and has been instrumental as part of the extensive community outreach effort. In addition, the project team conducted multiple public meetings and open houses.

Modern Streetcar Building Costs

The overall project cost is about \$196 million, which includes project oversight, construction of the streetcar line and Operations and Maintenance Facility, and streetcar vehicles. Building the streetcar line, including tracks, stops, overhead electrical lines and roadway improvements, will cost approximately \$55.8 million.

Modern Streetcar Funding Sources

In 2010, the City of Tucson was awarded a \$63 million, Transportation and Infrastructure Generating Economic Recovery (TIGER) grant from the Federal Transit Administration (FTA). The modern streetcar project is a specific component of the RTA Plan, approved by voters in 2006.

Federal funding and RTA funds are designated specifically for the streetcar project. If these funds are not used for the intended purpose, they are required to be returned to their respective funding source. Table 2 shows all funding sources for the Modern Streetcar funding.

Table 2
Tucson Modern Streetcar Funding Sources

Funding Source	Funding Type	Funding Amount
Federal Funding	TIGER Grant awarded in February 2010	\$63 million
	New Starts “Exempt” project (received in appropriations to date)	\$6 million
Local Funding	Regional Transportation Authority	\$75 million
	Public utilities	\$11 million
	The Gadsden Company	\$3.2 million
Other Funding Sources	City of Tucson Certificates of Participation/Grant Anticipation Notes	\$26.6 Million
	Luis G. Gutierrez (Cushing Street) Bridge	\$14 million

Source: Pima Association of Governments and City of Tucson, 2013.

Tucson Modern Streetcar Land Use and Development Implementation Plan (SLUP)

The SLUP assesses what land uses support the transit environment introduced by the streetcar line. It also evaluates how new uses will be compatible with existing historic and neighborhood development within the corridor. Each character area along the corridor will undergo an analysis to focus on area specific strategies for both mitigation and sustaining a transit-oriented area.

Associated with land use planning is addressing how streetscapes will adapt to the transit environment by being sensitive to existing historical development and creating comfortable pedestrian surroundings. A streetscape includes but is not limited to sidewalks, trees, benches, lighting and the front elevation of adjoining buildings. Additionally, the plan will include an assessment and strategy for current and future parking needs. Other supplemental studies include looking at financing of infrastructure, small business retention, housing costs, and multi-modal opportunities like bicycling.

The SLUP Primary Objectives

The primary objectives of the SLUP are to:

- Analyze properties within the ¼ mile focus area to best prepare them for the appropriate **land use plan, zoning, and design**.
- Identify subareas with unique characteristics and concerns.
- Collect and review input from stakeholders regarding their concerns, issues and priorities for development along the streetcar line.
- Incorporate stakeholders' suggestions and best planning and urban design practices in the preparation of an innovative and solution-oriented land use approach that leads directly to legislative amendments (e.g. land use plan amendments, rezoning and land use code amendments) and revised procedures so that the Plan's recommendation can influence development proposals along the streetcar line and allow high-quality proposed development to occur in an expeditious manner.
- Identify areas along the streetcar line where **higher density/intensity mixed-use** development is appropriate.
- Identify barriers to high quality development within the ¼ mile focus area.
- Prepare character area supplemental strategies on streetscapes, parking and affordable housing.
- Identify financing mechanisms to implement the land use plan.

Place-based Planning and Design

Planning, design and economic development are no longer separate processes. They are intricately related. Each planning and design decision must respond to economic development needs. The Plan comprehensively and systematically integrates strategies that:

- Promote local and regional sustainability and economic development
- Include safe and efficient access to premium transit, pedestrian and bicycle modes
- Improve Walkability and Connectivity
- "Extend the Walk" in a desert environment
- Promote public health
- Encourage development of complete streets
- Broaden access
- Expand housing choices
- Reduce transportation costs

- Attract new jobs and residents
- Provide real estate market benefits for high quality mixed use, residential, office and retail
- Increase tax revenues
- Preserve historic resources
- Revitalize areas in need of revitalization
- Increase access to jobs, schools, commerce, industry and services
- Expand the creative economy
- Make the best use of limited resources in a tight economy
- Take advantage of tourism and area visitors

Prior Studies

Tucson Modern Streetcar Station Area Market Analysis

Prepared in 2007, this study provides a market analysis of the Modern Streetcar System as a “starter line” that can be expanded in the future to serve in new corridors. This document includes market research and conceptual development programming for the four planned station areas located on the western segment of the Tucson Modern Streetcar where opportunities for new development, including Transit Oriented Development (TOD) are high. The market analysis identified the types of development best suited for each station area based on existing market economic conditions at the time the study was prepared and on expected future conditions based on those trends. It is important to note that market and economic conditions substantially changed from 2008 to 2012.

Downtown Urban Design Reference Manual

The *Downtown Urban Design Reference Manual* is a supplement to the adopted design policies currently used in development review of Downtown Tucson. It guides future public and private design decisions related to redevelopment and revitalization in the general Downtown area. The Reference Manual encourages developers and the City to set high standards with respect to sustainable urban design.

Downtown Infrastructure Study

The *Downtown Infrastructure Study* is the result of a public-private collaborative process. The study identifies the location and capacity of current infrastructure to provide a blueprint for infrastructure improvements necessary to support downtown development over the next twenty years. The goal of this study is to provide the roadmap to make Downtown “Development Ready” by ensuring that the necessary infrastructure is in place to support downtown development as it occurs, and to meet the public's goals of a thriving and vital downtown district.

City of Tucson Transit Oriented Development Handbook

The *Transit Oriented Development (TOD) Handbook* is a design guideline manual for future development and preservation surrounding the proposed streetcar stops. Areas impacted by the addition of transit are defined by a ¼-mile radius around each stop. With evaluation through both a market study and series of public workshops, the handbook includes a set of design guidelines. These guidelines address use, form and function. They articulate recommended scale, height, massing and other urban design characteristics for TOD design.

Urban Design in Tucson

Urban Design in Tucson is a manual derived from policies in the Community Character and Design Element of the City of Tucson's 2001 General Plan and in the Design Guidelines Manual. It identifies six key design principles: Design in context with the natural and built environment, connectivity, pedestrian amenities, usable common areas, safety and visual quality and aesthetics, which apply to all types of development. The design principles support each other, and together promote development of high quality urban places within the Sonoran desert setting. Tucsonans seek to protect and celebrate what is unique and beautiful within this city. This is accomplished by guiding future development to respect local design traditions and conserve the biological treasures of the Sonoran Desert.

City of Tucson Water Harvesting Guidance Manual

The *Water Harvesting Guidance Manual* provides basic information and design ideas on how stormwater can be collected, slowed down, and retained or routed through the site landscape using microbasins, swales and other water harvesting structures. The manual is intended for developers, engineers, designers and contractors of commercial sites, public buildings, subdivisions and public rights-of-way and meets the requirements of the *City of Tucson Unified Development Code*. The UDC requires water harvesting to be employed. The manual is also useful for those interested in water harvesting on their existing or future home sites. The purpose of water harvesting and implementing water harvesting techniques is to decrease the dependence on dwindling groundwater reserves and expensive Central Arizona Project (CAP) water. Capturing and using stormwater runoff also reduces site discharge and erosion, and the potential transport of stormwater pollutants.

The City of Tucson Urban Landscape Framework (ULF)

The City of Tucson *Urban Landscape Framework* is vital to the quality of life within the City, the greater Tucson community and the region, and essential to developing and sustaining Tucson as a Great Sonoran Desert City. The goals of the ULF are to advance the City's *2001 General Plan*, to increase understanding of urban ecology, to examine and make choices about Tucson's natural and cultural landscape, and to chart a course of action that will foster civic health and environmental, social, and economic sustainability.

The ULF follows the environmental, urban form, and quality of life goals articulated in the City's *2001 General Plan*, the Livable Tucson Visioning Program, and recommendations of the Landscape Advisory Committee and its predecessor the Landscape Task Force.

Sustainability is a common thread found throughout City policy, data collection, and analysis efforts in the process of developing the ULF. Sustainable urban landscapes will benefit us in terms of individual health and the health of our community through:

- Improved air quality
- Increased water conservation through reduced water demand
- Storm water management and rainwater harvesting
- Increased green space (green infrastructure)
- Preservation of natural washes and other open spaces
- Prevention and mitigation of Urban Heat Island effects
- Renewed economic vitality

Tucson must develop and support an urban landscape that embraces sustainable design principles, uses a balance of incentives and regulations to achieve these objectives, and integrates City codes, policies, plans, and management strategies to promote the Great Sonoran Desert City vision.

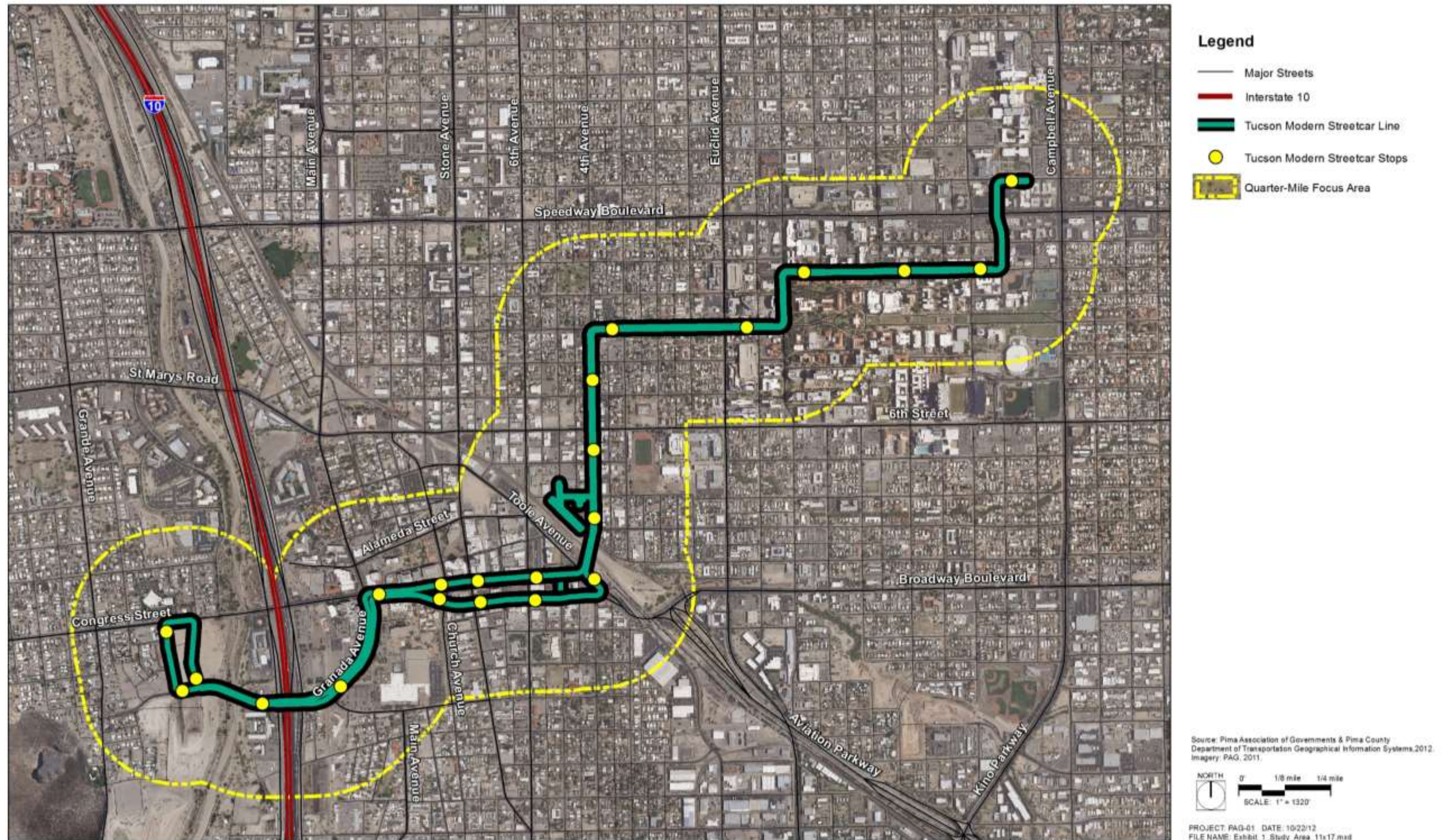
Project Overview

Study Area

The Tucson Modern Streetcar line extends 3.9 miles and runs from its Western Terminus character area, which encompasses the Quarter-Mile Focus Area around the streetcar line up to a point 350 feet west of the intersection of Grande Avenue and Congress Street, west of Interstate 10, to its Eastern Terminus character area, located 800 feet east of the Campbell Avenue and Speedway Boulevard intersection which is the easternmost limits of the Quarter-Mile Focus Area. The streetcar line traverses a variety of distinct character areas, including Tucson's cultural, business and entertainment centers, historic neighborhoods, Fourth Avenue, University Boulevard, and the University of Arizona Campus. It links two major employment centers, the Tucson Downtown and the University of Arizona.

For the purpose of this Plan, the Quarter-Mile Focus Area is the study area. Encompassing approximately 1,313 acres, this area is delineated in Exhibit 1. The Study Area is located within Township 14S, Range 13E, Sections 11, 12, 13 and 14, and Township 14S, Range 14 East, Sections 5, 6, 7 and 8 Tucson, Pima County, Arizona.

Exhibit 1: Streetcar Quarter-Mile Focus Area



Major Regional Entities

A number of regional entities and jurisdictions can affect the type and amount of future development along the Modern Streetcar corridor. Therefore, it is important to understand the development priorities of regional entities playing a major economic development role and the implications these can have for each character area along the corridor. In addition to private developers, business owners, and landowners, there are a number of organizations that contribute to development along the Modern Streetcar corridor. These entities are enumerated below.

City of Tucson

The City of Tucson, in conjunction with other local organizations, is involved in efforts to revitalize the downtown area. These revitalization efforts impact the type of development that occurs along the Modern Streetcar.

Pima Association of Governments

Pima Association of Governments is a nonprofit metropolitan planning organization (MPO) with Transportation Planning, Environmental Planning, Energy Planning and Technical Services divisions. These divisions coordinate efforts with all the local jurisdictions in Pima County, and with the Pascua Yaqui Tribe and Tohono O'odham Nation. PAG's nine-member Regional Council has representatives from the local, state and tribal governments.

PAG's programs focus on cross-jurisdictional planning issues, such as air quality, water quality, transportation and population growth. One of PAG's responsibilities as the MPO is to coordinate development of a long-range regional transportation plan, which secures federal funding. PAG's activities and services include traffic data collection, mapping, population projections, carpool matching, public meetings and publications.

Tucson Regional Economic Opportunities

Tucson Regional Economic Opportunities, Inc. (TREO) is the lead economic development agency for the greater Tucson area. TREO promotes economic expansion through programs and services that support the creation of new businesses, the growth of existing businesses, and the attraction of new businesses. These business development resources include the Empowerment Zone and the Enterprise Zone.

The Tucson Empowerment and Enterprise Zones

The entire area served by the Modern Streetcar is within the Tucson Empowerment and Enterprise Zones. The Empowerment Zone encompasses approximately 17.25 square miles within the urban core of the Tucson Metro Area. The Enterprise Zone Program designates the area within the Zone to be eligible for federal business tax credits by the United States Department of Housing and Urban Development. These tax credits are a mixture of tax financing and workforce training incentives.

The Enterprise Zone Program provides state income tax credit for the creation of qualified new jobs and property tax credit for qualified businesses within the Zone. These business incentives promote economic development within Downtown Tucson, which can affect real estate development along the Modern Streetcar.

Rio Nuevo

In addition to the business development resources promoted by TREO, Rio Nuevo is Tucson's downtown redevelopment project. Approved by voters in 1999, this 10-year tax-increment-financing (TIF) district is expected to generate \$850 million, with a net present value of approximately \$585 million, to be used for the renovation of historic venues and other projects. The *Rio Nuevo Master Plan* was adopted in 2001 and plans for a mix of housing, commercial space, and an expanded Tucson Convention Center with associated hotels. These projects, if completed, will impact ridership for the Modern Streetcar corridor through an increase in residents of and visitors to downtown Tucson.

Rio Nuevo is a comprehensive revitalization program for downtown Tucson including new attractions, shopping, restaurants, office space, and housing. One of the primary goals of the Rio Nuevo Office is to foster and promote private sector development and reinvestment in the downtown area. Six key strategies were identified that would serve as general focus points for the downtown area. Those six strategies are: removing systemic development barriers ensuring a clear and predictable regulatory framework; developing a marketing program that will communicate results and promote the competitive advantage of the downtown marketplace; advancing an urban design agenda; establishing a long-range retail recruitment strategy; encouraging more residential development; and developing effective partnerships.

Marshall Foundation

Established in 1930 by Louise Marshall, the first female professor at the University of Arizona, the Marshall Foundation is a nonprofit foundation governed by a Board of Directors comprised of five members and one student from the University of Arizona. The Foundation's funds are generated through revenues from real estate investments. Since its inception, the Foundation had contributed over \$11 million to more than 200 local organizations and the University of Arizona for scholarships and special needs.

The Marshall Foundation owns and manages most of the two-block area on University Boulevard between Park Avenue and Euclid Avenue. Located west of the University campus, the shopping district is called Main Gate Square. Main Gate Square has a number of restaurants and retailers that appeal to the University population. The Marshall Foundation currently has plans to develop more restaurants and entertainment facilities in the two-block area. The Marshall Foundation is not involved in residential development.

Downtown Tucson Partnership

The Downtown Tucson Partnership is committed to making Downtown Tucson, the most dynamic urban center in the Southwest. The Partnership is a non-profit, 501 (c)(6) corporation, charged with acting as a catalyst for the redevelopment of Downtown. The organization was created in 1998 to implement the services for the Downtown Business Improvement District. These services include enhanced security, maintenance, marketing, festivals and events and economic development.

The Partnership's activities and expenditures are governed by a diverse Board of Directors comprised of Downtown property owners and businesses, leaders of non-profits, arts, cultural and historical organizations, neighborhood leaders and representatives of the Partnership's primary partner, the City of Tucson. Many of Tucson's leading businesses such as Cox Communications, Providence Service Corporation, Gadsden Co. and Unisource Energy Corporation also have representatives on the board. The Downtown Tucson Partnership's Board has several advisory committees, which offer opportunities for the involvement of the general public and welcome the input of Downtown's diverse stakeholders and the wider community. The Downtown Tucson Partnership is a member of the International Downtown Association and partners with several other local organizations that are involved with promoting Downtown.

University of Arizona

The University of Arizona is the 3rd largest employer in Pima County and is the largest locally based employer with 10,348 employees on the main campus and 7,000 employees on its Science and Technology Park. Established in 1885, the University includes 182 buildings on 387 acres in Tucson. In fall 2006, there were approximately 36,800 students with a majority being undergraduate students (77 percent). Of the students that matriculate each year, approximately 65 percent are Arizona residents. The *Comprehensive Campus Master Plan* update estimates a student population of 44,000 by 2020.

The University of Arizona has a main campus northeast of Downtown Tucson, with additional campus buildings/facilities in the areas surrounding the main campus. The University has future expansion plans and development plans. These are outlined in the *2003 Comprehensive Campus Plan* and in the *2009 Comprehensive Campus Plan Update*. These plans provide guidelines for development within a planning area of 490 acres, including some adjacent properties not currently controlled or occupied by the University. According to these plans, the goal of future University development is the creation of open space, building sites, and pedestrian paths linking the various campus sites to create a distinct University environment with increased density on underutilized land, such as surface parking lots.

The development of University-owned land is not subject to regulation and review by the City of Tucson. University development plans go through a courtesy review by the City and the neighborhood associations that border the University campus. The duration of this review process is typically a year and tends to be a collaborative process.

Regional Economic Development Engine

Strategically located in the Arizona Sun Corridor Megaregion in proximity to Interstate 10, the Tucson Modern Streetcar will play a significant role in the economic development of the region. The following economic development programs have resulted in the activation, facilitation, and acceleration of economic activity throughout Arizona with specific impact on the City of Tucson business growth.

Arizona Trade Offices in Sonora and Mexico City

Arizona Trade Offices have been established in Hermosillo, Sonora, and Mexico City. These trade offices assist businesses in exploring opportunities in Mexico while also promoting Arizona as an ideal site for businesses seeking to expand operations into the United States.

CANAMEX Corridor

The Arizona-Mexico Commission helped organized the CANAMEX Corridor, a multi-state trade corridor coalition of officials from strategic states from Mexico, Canada and the United States. The purpose of the coalition is to establish a line of communication within the different states in order to enhance a north-south trade corridor and facilitate the national and transnational movement of goods, services, people and information.

Arizona-Sinaloa Commission

In an effort to enhance the economic relationship between the States of Arizona and Sinaloa, this commission, consisting of public and private officials who work together to increase business and trade opportunities for and between the two states, was established.

The Arizona Sun Corridor

The Arizona Sun Corridor, shortened Sun Corridor, is a megaregion, or megapolitan area, in the southern area of the state of Arizona. The Sun Corridor is equivalent to Indiana in size and population. Unlike Indiana, it will add another Indiana's worth of residents by 2040. The largest metropolitan areas are the Phoenix metropolitan area - Valley of the Sun - and the Tucson metropolitan area. The urban area extends into Mexico. Its population is composed of a total of four metropolitan areas: Phoenix, Tucson, Prescott and Nogales. Out of these, two are metropolitan areas with over 1,000,000 residents: the Phoenix metropolitan area with 4,192,887 residents and the Tucson metropolitan area with 1,020,200 residents. The Arizona Sun Corridor is made up of all of Maricopa, Pinal and Pima counties, along with parts of Yavapai, Santa Cruz and Cochise counties. It is home to over 86 percent of Arizona's population.

The Governor's Strategic Partnership for Economic Development Cluster Industries

The Governor's Strategic Partnership for Economic Development (GSPED) has identified the following key cluster industries for the state of Arizona:

- Bioindustry
- Environmental Technology
- Food, Fiber and Natural Products
- High Technology
- Minerals and Mining
- Optics
- Plastics and Advanced Composite Materials
- Senior Industries
- Software and Information Industry
- Tourism
- Transportation and Distribution

The Greater Tucson Strategic Partnership for Economic Development Cluster Industries

The Greater Tucson Strategic Partnership for Economic Development (GTSPED) has identified the following key industry clusters for Southern Arizona:

- Optics
- Information Technology
- Aerospace
- Environmental Technology
- Advanced Composite Materials
- Life Sciences

The expansion needs of the University of Arizona, College of Medicine on the Eastern Terminus of the Tucson Modern Streetcar provide an opportunity to create high quality, transit-oriented mixed use development that supports the life science cluster.

The Tucson Commerce Corridor

The Tucson Commerce Corridor (TCC) is a collaborative effort between the UA Tech Park and team members from The Ashland Group, Diamond Ventures, Inc., CB Richard Ellis, PICOR Commercial, Bismarck Investors and Tucson Regional Economic Opportunities (TREO). TCC created a website that allows potential clients to access interactive maps containing information on shovel ready available real estate opportunities. The website also produces parcel-level reports on existing utilities, lot sizes, investment and tax incentives and contact information.

The Port of Tucson

The Port of Tucson is a multi-faceted rail facility located in the Century Park Research Center in Tucson, Arizona. The Port of Tucson provides a wide variety of rail oriented transportation options in and around the southwest region. These options include intermodal container handling, boxcar access, and team track. In addition to intermodal container handling, The Port of Tucson provides the following services:

- Intermodal Team Track Services
- Rail Spur to Truck Cross-docking
- Transload / Reload services
- Container-Yard Storage
- Leased Warehouse Space
- Frozen Storage
- Build to suit Warehousing

The Port of Tucson is a transportation and logistics center designed to assist businesses in Tucson and the southwest with access to rail and intermodal container transportation options. Its location near the US/Mexico border, facilitates increased trade and business relationships between companies North and South of the border. The Port of Tucson's rail access consists of a two mile siding complimented by an additional 3,000 foot siding. The 3,000-foot siding branches to grade level access, dock level access, intermodal container access, and team track facilities. The rail service has been designed with expansion in mind. Rail access to additional properties and warehouse space can be facilitated with ease.

The Century Park Research Center is also registered as a Foreign Trade Zone (FTZ 174, site 2), which allows the facility to ship and receive product in bond. Foreign Trade Zone transportation and storage can equate to savings on products or materials being imported. This facility is located a few miles away from the UA Tech Park.

Tucson Modern Streetcar as a Catalyst for Regional Economic Development

The positive impact of transit on market dynamics is particularly evident in places with high populations seeking non-traditional housing, such as cities with major universities, and where urban services and amenities are already in place, such as established commercial areas. Given the trends observed in other similar cities, it is reasonable to project that the Tucson market will show increasing demand for higher-density housing and mixed-use development. The introduction of the modern streetcar in Tucson can serve as the catalyst for this type of development in station areas that are attractive and accessible to community residents, business owners, downtown workers, university students, young professionals, and empty nesters.

Concurrent with the construction of the modern streetcar, a variety of higher-density development is underway. According to a recent study by the Downtown Tucson Partnership, the following investments are already contributing to Downtown revival:

Tucson Modern Streetcar Land Use and Development Implementation Plan

- Since 2008, nearly 50 new restaurants, cafes and bars have opened and expanded downtown pouring more than \$12.4 million in private investment into the area
- The private and public investment in the past five years totals nearly \$800 million
- Multi-family housing developers have spent \$90.9 million into six different projects
- Investments in office buildings include \$81.1 million spent on new projects and improvements to new buildings
- One investor alone invested \$2 million in three locations: The Hub; The Playground; and Lulu's Shake Shop



*New UniSource Energy Building (top left); Janos Downtown (top right);
and Mixed-use student housing projects underway*

Downtown Development Boom

Tucson Regional Economic Opportunities (TREO) reports show that as the national and local economies slowed around 2008, Tucson's long-term downtown development momentum picked up steam. Over the last 3+ years, huge and exciting changes have come to downtown Tucson by way of over \$320 million in public and private investment. Some of those changes are more visible than others. Together they add up to a more exciting, more vibrant, more inviting Downtown for everyone.

Corporate Headquarters and Business Projects:

- UniSource Energy, parent of Tucson Electric Power, opened its new, nine story corporate headquarters in December 2011.
- Providence Services Corp. a Tucson-based national provider of behavioral and education services, moved its corporate headquarters downtown to 64 E. Broadway
- Providence also acquired 44 E. Broadway and begins massive renovations
- The Sonoran Institute moved its corporate headquarters downtown to 44 E. Broadway
- University of Arizona launched a Downtown branch in the restored Roy Place building
- National Institute for Civil Discourse at the University of Arizona was established downtown at 64 E. Broadway
- Renovations to the MacArthur Building were completed and Madden Media moved in
- MEB acquired, renovated and moved into the Hittinger Building on Congress

Retail, Arts and Cultural Projects:

- The Museum of Contemporary Art (MOCA) leased the old Downtown Fire Station and renovated it for their museum space
- One North Fifth's new retail building was completed and is nearly fully occupied by Cricket, Yoga Oasis, Sacred Machines Gallery, and Xoom Juice
- Restored Rialto block hosted traveling events including "Bodies: The Exhibition", "Titanic: Artifacts Exhibition", "Tutankhamun: Wonderful Things from the Pharaoh's Tomb", and UA's "Mars and Beyond: The Search for Life on Other Planets".
- A new plaza was built on Toole Ave. in front of Hotel Congress
- Both The Screening Room and Beowulf Alley Theatre façade renovation projects were completed and new marquees added to the buildings
- Construction was completed on the new entrance to the Tucson Convention Center
- Construction of street improvements in front of the Julian Drew Building at Broadway and 5th Avenues were completed, O2 Modern Fitness and Fitworks Cycling Support opened in the building
- Skrappy's reopened on Toole Avenue
- Mrs. Tiggy Winkles moved into the Tucson Children's Museum
- The Carrillo Placita at St. Augustine Cathedral was completed
- Buffalo Exchange, a locally headquartered national clothing retailer, announced downtown store

Restaurant and Nightclubs:

- The Hub
- Downtown Kitchen + Cocktails
- 47 Scott
- Scott and Co.
- Monkey Burger
- Villa Fine Thai Dining
- Rice House China Thai
- Maynard's Market & Kitchen
- Jimmy John's
- Zen Rock
- Sapphire Lounge
- Xoom Juice

Community Events:

- 2010 Inaugural First Night New Year's Eve downtown celebration
- 2nd Saturdays Downtown, monthly event (see link in sidebar)
- Weekly Farmer's Market
- Meet Me at Maynard's started and became a greater success than anyone imagined
- The inaugural Downtown Tucson Latin Jazz Festival was held in 2009
- The inaugural Flamenco Festival was held at Casa Vicente
- Tucson Meet Yourself tripled in size
- Open Studio art tours, featuring over 220 artist studios

Infrastructure and Government Projects:

- Scott Avenue Street improvements were completed between Broadway and 13th Street (on time and on budget)
- The new 4th Avenue Underpass was completed and the Old Pueblo Trolley line was extended into Downtown
- Tucson Modern Streetcar project received an FTA Grant Agreement for \$63 million **TIGER grant**
- Construction of the Downtown portion Interstate 10 was completed
- The new Cushing Street Underpass (which will accommodate the Modern Streetcar when it is built) was completed
- The new Tucson Fire Headquarters was completed and opened

Residential Projects:

- One North Fifth's building renovations were completed and its first tenants moved in
- The new MLK Building, sitting on top of the Depot Plaza parking garage, has been completed

Parking Projects:

- The Depot Plaza underground parking garage was completed with 283 new spaces
- Plaza Centro garage construction was completed in June 2011, bringing an additional 400 spaces

Historic Restoration and Renovation Projects:

- Roy Place building restored to original 1928 facade
- The 64 E Broadway façade renovation was completed
- The Rialto Block façade renovation was completed

Private and Public Investment Projects:

On December of 2010, the Downtown Tucson Partnership reports showed private and public investment projects in the Downtown area occurring during the thirty-month period 2008-2010. Table 3 lists private investment projects. Table 4 lists public investment projects.

Table 3
Private Investment Downtown Tucson
2008-2010

Project	Total Cost	Estimated Jobs
1 E. Toole Ave. Warehouse	\$652,000	0
15-19 E. Toole Ave. Warehouse 2	\$537,000	0
35 E. Toole Ave. Warehouse 1	\$422,000	0
44 E. Broadway	\$3.9 million	50
47 Scott	\$120,000	12
50 E. Broadway	\$710,000	50

Source: "120 Million Pillars" Downtown Tucsonan Cover Story, Downtown Tucson Partnership, December 2010 (pages 14-17)

Table 3
Private Investment Downtown Tucson
2008-2010
(Continued)

Project	Total Cost	Estimated Jobs
An Congress	\$1.8 million	0
Bates Mansion	\$1.5 million	15
Congress Street Clubs	\$40,000	5
Cricket	\$750,000	9
Diocese of Tucson	\$2,750,000	Not Available
Downtown Kitchen & Cocktails	\$400,000	45
Haley & Aldrich	\$2.2 million	13
Hollis Graphics	\$2,500	2
Hotel Congress Patio	\$500,000	0
HUB	\$850,000	30
Jimmy John's	\$300,000	15
John Wesley Miller Building	\$1.8 million	5
Julian-Drew/Carriage House	\$1.1 million	4
Knucklehead Alley	\$120,000	4
La Cocina	\$85,000	Not Available

Source: "120 Million Pillars" Downtown Tucsonan Cover Story, Downtown Tucson Partnership,
December 2010 (pages 14-17)

Table 3
Private Investment Downtown Tucson
2008-2010
(Continued)

Project	Total Cost	Estimated Jobs
Madden Media	\$4 million	70
Market Inn	\$780,000	0
Maynard's Market & Kitchen	\$1 million	70
MEB Management Services	\$1.4 million	37
Mercado @ Menlo Park Housing	\$2.5 million	Not Available
Mercado San Agustin	\$6.5 million	97
Mission District Infrastructure	\$1.5 million	Not Available
MOCA	\$150,000	0
Monkey Burger	\$144,000	Not Available
O2 Modern Fitness & Fitworks	\$44,000	10
On-A-Roll	\$600,000	20
One North Fifth	\$8.4 million	2
Providence Service Group	\$300,000	50
Rialto Block	\$4.4 million	Not Available
Rice House	\$100,000	4

Source: "120 Million Pillars" Downtown Tucsonan Cover Story, Downtown Tucson Partnership,
December 2010 (pages 14-17)

Table 3
Private Investment Downtown Tucson
2008-2010
(Continued)

Project	Total Cost	Estimated Jobs
Rob Paulus Office	\$600,000	21
Sapphire Lounge	\$826,957	40
Screening Room	\$126,000	0
Scott & Co.	\$50,000	3
Seawater Foundation	\$22,500	4
Social Science	\$1,000	3
A Steak in the Neighborhood	\$187,338	10
The Scott	\$1.63 million	Not Available
Unisource Building	\$60 million	30
Xoom Juice	\$100,000	6
Yoga Oasis	\$35,000	3
Zen Rock	\$624,496	35

Source: "120 Million Pillars" Downtown Tucsonan Cover Story, Downtown Tucson Partnership,
December 2010 (pages 14-17)

Table 4
Public Investment Downtown Tucson
2008-2010

Project	Total Cost	Estimated Jobs
Cushing Street Underpass	\$9 million	0
Depot Plaza Garage	\$16 million	Not Available
Streetscape Improvements	\$15.3 million	0
Fire Central	\$38.85 million	NA
Fourth Avenue Underpass	\$43.33 million	0
Jacome Plaza	\$90,000	0
Mission San Agustin Garden	\$2.0 million	0
Mission Site-Origins Park	\$18.23 million	0
MLK Building	\$23.2 million	Not Available
Modern Streetcar (Under Construction)	\$196.82 million	Not Available
Plaza Centro Parking Garage	\$6.675 million	NA
Ronstadt Transit Center Improvements	\$2.3 million	NA
Roy Place/Walgreens Building	\$950,000	NA
TCC East Entrance	\$4.6 million	NA

Source: "120 Million Pillars" Downtown Tucsonan Cover Story, Downtown Tucson Partnership,
December 2010 (pages 14-17)

Economic Development Programs and Tools

Mayor and Council is considering the approval of tools and programs designed to encourage and promote economic development. Programs include the Primary Jobs Incentive Program; the Ombudsperson Program; the Downtown Core Incentive District Building Permit Fee Waiver; the Downtown Core Incentive District Construction Tax Credit; the Impact Fee Deferral policy; and the adoption of the Infill Incentive District. These programs work in concert with other tools made available through state and federal law.

Designation of a ***Downtown Gateway Redevelopment Area*** will initiate a Redevelopment Plan for the area. The plan will define local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities and other public improvements as well as building requirements in the area. The *2001 General Plan, Area Plans and Neighborhood Plans* chapter of this document describes the Downtown Gateway Redevelopment Area Plan.

Rio Nuevo Tax Increment District

In 1999, voters approved the creation of the *Rio Nuevo Tax Increment District*: the Rio Nuevo Multipurpose Facilities District. This vote authorized the District to receive State-shared funds derived from transaction privilege taxes (i.e. sales tax) collected from within the District Boundaries. Rio Nuevo is a municipal district with the powers, privileges and immunities granted to municipal corporations for district purposes: a planned multi-faceted development project, including cultural and recreational amenities and improvements, unique history, mixed-use developments, etc. Expenditure of money collected is disbursed and managed by the Rio Nuevo Multipurpose Facilities District Board of Directors whose permanent members are appointed by the State's Governor, President of the Senate, and Speaker of the House of Representatives.

The City at large is the beneficiary of strategic investments to stimulate the marketplace and support new private sector development. Those tax increment dollars are invested in ways that augment a shared vision for a vibrant city center by leveraging downtown Tucson's unique competitive advantage as the region's urban and cultural center.

Downtown Area Infill Incentive District

The Downtown Area Infill Incentive District supplements current initiative policies and increases the likelihood of development activity. It allows the City to revitalize already urbanized areas where infrastructure and services are in place. This district implements the goals of the 2001 General Plan, including strategies for housing affordability that may include presenting a range of options, energy conservation, rehabilitation and redevelopment. It also addresses barriers to downtown area infill development such as inadequate infrastructure, lengthy permit processes, obsolete development standards, difficult parcel assembly, environmental clean-up issues, and associated development barriers. It helps enliven and revitalize the downtown area by promoting public/private partnerships, a pedestrian environment, and a mix of well-designed land uses contributing to Tucson's rich historic, cultural and artistic heritage. Development proposals within the Downtown Area Infill Incentive

District that introduce mixed uses, commercial uses, high density residential uses and other associated land uses that encourage development activity that supports the creation of the Downtown Area as a major regional activity center may be considered in a development agreement with the City. The Downtown Area Infill Incentive District is shown in *Exhibit 7: City of Tucson Overlay Zones within the ¼ Mile Focus Area*.

Central Business District

The City is also proposing establishment of a **Central Business District (CBD)**. A CBD must exist within a Redevelopment Area, and the City is proposing that the boundaries of the CBD be the same as those of the **Downtown/Gateway Redevelopment Area**.

Government Property Lease Excise Tax

Establishment of a CBD would enable the use of a redevelopment tool called a Government Property Lease Excise Tax (GPLET). GPLET initiates development by reducing a project's operating costs through an eight (8) year property tax abatement. The use of a GPLET is intended for projects deemed to create significant economic development activity within downtown Tucson or the gateways leading to the downtown area. Mayor and Council must approve the use of GPLET for any development. Staff would propose that:

- Properties selected for GPLET would have to be catalytic in nature.
- Vacant and underutilized properties would be the primary focus for the use of a GPLET.
- The City would preserve historic buildings.

Certain conditions apply to the designation of a Redevelopment Area. These conditions justify tax abatements and other potential redevelopment tools and include:

- A predominance of buildings or improvements, whether residential or nonresidential.
- The public health, safety or welfare is threatened because of any of the following:
 - Dilapidated, deteriorated, aging or obsolescent buildings or improvements.
 - Inadequate provision for ventilation, light, air, sanitation or open spaces.
 - Overcrowding.
 - The existence of conditions that endanger life or property by fire and other causes.
- The redevelopment of that area is necessary in the interest of the public health, safety, morals or welfare of the residents of the municipality.

Benchmarking: What Are Other Communities Doing to Ensure Positive Change?

Many of the questions posed in the previous section are not unique to Tucson. Many communities across the country had faced the same demographic changes and economic impacts. This section presents two case studies showing how other communities are utilizing transit corridors to create opportunities.

Bay Area TOD Affordable Housing (TOAH) Fund

The \$50 million **Bay Area Transit-Oriented Affordable Housing (TOAH) Fund** provides financing for the development of affordable housing and other vital community services near transit lines throughout the Bay Area. Through the Fund, developers can access flexible, affordable capital to purchase or improve available property near transit lines for the development of affordable housing, retail space and other critical services, such as child care centers, fresh food outlets and health clinics.

The TOAH Fund was made possible through a \$10 million investment from the Metropolitan Transportation Commission. The Low Income Investment Fund is the Fund Manager and an originating lender, along with five other leading community development financial institutions (Corporation for Supportive Housing, Enterprise Community Loan Fund, LISC, Northern California Community Loan Fund, and Opportunity Fund). Additional capital for the Fund was provided by Citi Community Capital, Morgan Stanley, the Ford Foundation, Living Cities, and the San Francisco Foundation.

The mission of the Fund is to promote equitable transit-oriented development (TOD) across the nine-county Bay Area by catalyzing the development of affordable housing, community services, fresh foods markets and other neighborhood assets. Although this is a regional fund impacting a vast region, it is important to see the Tucson Modern Streetcar as the backbone from which additional links can spur in the future.

Supporting mixed-use developments that incorporate affordable housing and are located in close proximity to high-quality public transit can be a meaningful tool to help working families save money.

According to a study by Reconnecting America and the Center for Transit-Oriented Development, a household could have saved over \$9,000 by using public transportation instead of driving. However, many households must drive because public transportation and necessary amenities and services are too far from their home.

While transit-oriented developments can benefit lower-income households, the complex nature of building TOD projects and the high market value associated with living near public transit has meant most projects served higher income clients. For this reason, the TOAH Fund partners are collaborating to encourage equitable TOD projects in the Bay Area and ensure that low-income families share in the benefits of more walkable neighborhoods and connections to the larger regional economy.

Corridors of Opportunity: Supporting Economic and Social Returns for the Streetcar Corridor and the Region³

One model implemented in Twin Cities is the Corridors of Opportunity Program. Though this program, a world-class regional transit system can support economic growth for Twin Cities as a whole, while unlocking opportunities for those with the greatest need. The Corridors of Opportunity program aims to:

- Stimulate economic development
- Strengthen neighborhoods
- Engage historically under-represented communities
- Support distinctive places to live, work and play
- Provide people of all backgrounds with better access to opportunities

In fall 2010, The Saint Paul Foundation and McKnight Foundation jointly submitted and won nearly \$16M in grants and loans from the **Living Cities Integration Initiative**. At the same time, the Metropolitan Council was awarded a \$5M **Sustainable Communities Regional Planning Grant** from the U.S. Department of Housing and Urban Development. In 2011, the two programs merged to form “**Corridors of Opportunity**”.

Where are the “opportunities” in Corridors of Opportunity?

A former industrial property gets cleaned up and returns to the tax rolls as a mixed-use development. A distinctive historic commercial corner is preserved, and its small businesses connect with new customers. Workers find housing they can afford closer to their jobs — or jobs closer to home. Encouraged by improvements in the neighborhood, some homeowners invest in their homes while others take advantage of rising values to sell.

Corridors of Opportunity helps create favorable conditions. Through planning and design, consistent policies, direct investment and a climate of support, this type of program is designed to mobilize development along a transit corridor. At the same time, *Corridors of Opportunity* seeks to ensure that there is both an economic and social return on investment that reaches more people, including those who haven’t benefited in the past, avoiding gentrification and promoting inclusion.

Opportunities for a Changing Population

The demographics of our region are changing. Tucson’s population is aging, which means more people will want alternatives to driving. Compact, walkable, transit-oriented neighborhoods provide older people the opportunity to remain active, connected and aging in place. It also means the future growth of our workforce increasingly depends on retaining our youth and developing a skilled workforce.

³ Corridors of Opportunity, Twin Cities, 2012

The region's population is diversifying racially and ethnically. In 2010, Hispanics comprised 41 percent of the regional population. The White non-Hispanic population comprised 47 percent. The proximity to the US/Mexico border supports a bi-national economy. By 2040, the largest percent of residents will be Hispanic according to national and state projections. In 2040, the Tucson region workforce will reflect the diversity seen today in the region's elementary schools. Hispanics will become a greater source of new workers. Distinctive, welcoming places that respect traditions and diverse community identities appeal to global companies and their workers.

Generation Y members (born after 1980) disproportionately prefer to live in compact, walkable, transit-oriented neighborhoods. In order to attract and retain them as part of the workforce of the future, we need to build more of these communities or risk losing them to regions that do.

Opportunities for people of all incomes and Backgrounds

Better connections to opportunities within the Streetcar Corridor are especially important for low-income residents who struggle day to day with the combined costs of housing and transportation. Affordable housing within walking distance of transit can provide a convenient and inexpensive lifestyle to those who cannot afford a car or who drive less to save money.

Compact communities offering transit plus housing choices for people of all incomes are more economically, socially and environmentally sustainable. Access to transit reduces the cost of living, offers better access to opportunities for success and reduces the public costs of dealing with the effects of inequality.

Transit-oriented development offering a range of housing choices allows young singles, families and elders to stay in their neighborhoods as their lives evolve. Day care workers, starting teachers, mechanics, shop clerks and small business owners can live in the communities where they work.

Complete Communities

The formation of **complete communities** along transit corridors allows people of all ages, incomes and backgrounds to tap a range of public assets upon which to build their quality of life such as:

- Education and skill development
- Steady employment with opportunities for advancement
- Health care and a healthy environment
- Credit for home ownership or business investment
- Affordable housing and transportation choices
- Retail and services that support daily life

In places where these assets are limited or unavailable, public transit provides reliable, affordable access to these opportunities.

Opportunities to Thrive as a Region

In an increasingly interconnected world, individual communities don't thrive on their own, and their decisions about the future are tied to decisions of their neighbors and the larger region. It is important to look at transit-oriented development on a regional scale, and to realize its lessons can help inform other region-wide planning efforts.

To thrive is the City of Tucson's long-range planning effort. The recommendations and implementation strategies included in this land use and development implementation plan must:

- Maximize opportunities for growth and prosperity in the coming decades
- Create a regional vision for everyone: residents, business owners, local officials, community leaders
- Define and achieve regional goals that may be too big for one community, but possible to accomplish as a region.

The Tucson Modern Streetcar: A Corridor of Opportunity

The Tucson Modern Streetcar corridor, if properly planned, will guide our region's growth, vitality and competitiveness. Development along the corridor and on transit area stations can create distinctive places that strengthen local character and assets and harmonize with adjacent neighborhoods while increasing ridership and expanding access to jobs, affordable housing and essential services for residents of all incomes and backgrounds.

The Tucson Modern Streetcar can become a Corridor of Opportunity and support development that advances these related outcomes for the region:

- ***Sustainability*** unites economic, environmental and equity concerns to meet present needs without compromising the ability of future generations to meet their needs. Sustainable development is forward-looking while celebrating continuity and the unique character of individual communities.
- ***Equity*** benefits all, but particularly benefits the wellbeing of low-income households, which are disproportionately made up of minorities, people with disabilities and new Americans. The entire region is made stronger when all people live in complete communities that provide them access to opportunities for success, prosperity and quality of life.
- ***Economic competitiveness*** has two important dimensions, the global and local economy: our region must compete in the global economy, while local people, businesses and communities also thrive and benefit.

The Tucson Modern Streetcar partners can share a commitment to carrying out the work using a set of guiding principles based on:

- **Transparency.** *Better decisions get made and receive wider support when the process is transparent and all stakeholders feel included. We're committed to clear, active communication about our goals, process and results.*
- **Collaboration.** *Collaboration is the best way to address the shared challenges facing our region. The collective power of regional stakeholders and local community leaders creates better places that reflect the needs of people, strengthen neighborhoods and grow the regional economy.*
- **Innovation.** *We are creative and entrepreneurial in our outlook, aiming to develop flexible solutions and cutting-edge thinking. Partners ask themselves, "How can we embed these system changes in our own organizations?"*

Smart Growth and General Impacts of TOD

Transit lines and transit station areas can have a transforming effect on surrounding neighborhoods and commercial districts. Public transit does not, in and of itself, generate new regional growth but it can focus smart growth around a planned project area. This is particularly relevant to the City of Tucson. It is estimated that the City will add 133,000 new residents and 124,000 new jobs by 2020. Trends show that these new residents and jobs tend to locate on the periphery for the City. The increasingly important consideration of proximity to transit and the construction of the Modern Streetcar can help attract new residents and new jobs to central city areas creating more opportunities for infill development and higher densities.

Downtown Tucson transit station access supports higher-density and mixed-use development reducing sprawl and providing more choice in housing opportunities and employment access than might otherwise be available. The creation of a mixed-use transit area expands employment, residential, and retail options for residents without the need for a car.

When new transit systems are carefully woven into existing developed areas, transit stations can serve as catalysts for revitalization and economic development, attracting capital investment for the redevelopment of older uses to take advantage of improved accessibility.

2001 General Plan, Area Plans and Neighborhood Plans

As part of this land use and development implementation plan, the City of Tucson General Plan, as well as area plans and neighborhood plans within the ¼ Mile Focus Area were reviewed.

2001 City of Tucson General Plan

The 2001 City of Tucson General Plan land use element promotes continued development of Tucson's Downtown and other mixed-use activity centers in order to increase transit use; reduce air pollution; improve delivery of public and private services; and create inviting places to live, work, and play. It includes Downtown focus supporting policies. These policies provide the framework necessary to:

- Enhance the downtown retail core as the primary regional activity center for finance, culture and government, complemented by a mixture of land uses to support Downtown housing that is compatible with the adjacent Downtown historic residential neighborhoods.
- Encourage the location of new residential opportunities in the Downtown.
- Promote upgrades to neighborhood infrastructure, including sidewalks and street lighting that are compatible with the historic character.
- Promote retail and other private sector development that will complement and support the existing Downtown fabric.
- Locate new major governmental, cultural, and educational facilities in the Downtown area.
- Promote historic neighborhoods, historically significant structures and sites, and the development and retention of residential uses in the greater Downtown.
- Promote appropriately located and scaled high-density residential uses in and near the Downtown to support Downtown services and retail and provide incentives to attract new commercial and other support services to the Downtown.
- Support Downtown development and redevelopment of street level retail or other pedestrian-oriented land uses, such as galleries, restaurants, and cinemas.
- Promote revitalization of the Warehouse District for the development of a diversity of arts-related land uses and special cultural events.
- Promote City participation in the construction of multiuse parking structures that support intermodal opportunities and ground level retail.
- Promote public-private partnerships to enhance building facades and streetscapes.
- Promote land use, transportation, and urban design improvements that will link the Downtown activity center, Fourth Avenue, the Warehouse District, and the University of Arizona and that will enhance the historic and cultural quality within the greater Downtown.
- Continue to work with the University of Arizona, private developers, and neighborhood groups to enhance these linkages and Downtown design character.

The Community Character and Design Element of the 2001 General Plan promotes quality design for residential, commercial, industrial, mixed-use, and publicly funded development. It further directs that all development should incorporate environmentally sensitive design that protects the integrity of existing neighborhoods; complements adjacent land uses and enhances the overall function and visual quality of the street, adjacent properties, and the community. It further directs that solutions and

strategies included in the Design Guidelines Manual be utilized to provide an improved level of community design.

City of Tucson Area Plans within the ¼ Mile Focus Area

Exhibit 2 shows adopted City of Tucson area plans within the ¼ Mile Focus Area. These include the Santa Cruz Area Plan (west of I-10), Downtown Area Plan, Arroyo Chico Area Plan, and the University Area Plan.

Santa Cruz Area Plan

Prepared by the City of Tucson Planning Department and adopted by Mayor and Council in 1984, the *Santa Cruz Area Plan* includes an area extending approximately 14 miles from Los Reales Road on the south to Orange Grove Road on the north. It is bounded on the east by Interstates 10 and 19 and on the west by Mission and Silverbell Roads. The Santa Cruz River Park extends throughout the length of the plan and is the central focus of the area.

The *Santa Cruz Area Plan* is intended to guide future development and coordinate governmental actions when developing the Santa Cruz River and its immediate environs as a major cultural and recreational resource, while stabilizing and improving adjacent neighborhoods.

Portions of the Santa Cruz area, particularly the central section are largely developed. Established neighborhoods as well as existing commercial and industrial uses will continue to be integral parts of the Santa Cruz community.

Other planning exercises have focused on many of these areas, as well as some vacant parcels. Wherever appropriate these more detailed planning studies give more specific land use direction. These plans include the *Barrio Kroeger Lane* and *Manzo Neighborhood Plans*, *Pueblo West* and *Rio Nuevo Redevelopment Plans*, and the concept plan for Midvale Farms. Of these plans, only the *Barrio Kroeger Neighborhood Plan* and the *Rio Nuevo Redevelopment Plan* impact portions of the Tucson Modern Streetcar ¼ Mile Focus Area. The *Rio Nuevo Redevelopment Plan* is being updated concurrently with this *Tucson Modern Streetcar Land Use and Development Implementation Plan*.

Parcel 9 is the only key parcel in the *Santa Cruz Area Plan* located within the Tucson Modern Streetcar ¼ Mile Focus Area. The proposed use of Parcel 9 in the Santa Cruz Area Plan requires that development within this area is consistent with the Rio Nuevo Redevelopment Plan and defers to that plan for land use direction.

Downtown Gateway Redevelopment Area Plan

In April 2012, the City of Tucson Mayor and Council passed a resolution to adopt the Downtown Gateway Redevelopment Area and “central business district”. The Redevelopment Area will establish mechanisms to create significant economic development activity. As a catalyst for other development,

this plan focuses on underutilized and vacant property. Specifically, the redevelopment area allows the City to activate the Government Property Lease Excise Tax (GPLET) program.

Once adopted, State law requires that a Redevelopment Plan be drafted for the Redevelopment Area. According to A.R.S. 36-1479-B, “a redevelopment plan shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities and other public improvements and the proposed land uses and building requirements in the redevelopment project area.” This planning process is running concurrent with this SLUP.

The Department of Housing and Community Development is developing this Plan with input from residents and stakeholders who are living, working, shopping and/or investing (doing business) in the Redevelopment Area. Based on distinctive (existing) land use patterns, the area has been divided into five sub-areas. Staff has begun working in Area 1, and will proceed to areas 2, 3, 4, and 5 in sequence over the course of the 2013 calendar year.

This planning process will incorporate the SLUP currently underway for the modern streetcar line and environs, and the downtown design and research projects underway at the University of Arizona Drachman Institute and Sustainable Cities Program. The Redevelopment Area Plan is the City’s pilot project for a multi-disciplinary, multi-Departmental planning team approach.

Arroyo Chico Area Plan

Adopted by Mayor and Council in 1986, the *Arroyo Chico Area Plan* provides policy direction for a 4.3 square mile area in the central portion of the Tucson Metropolitan Area. The boundaries of the plan area are the Southern Pacific Railroad, Fairland Avenue, 36th Street, and Aviation Parkway on the south, Alvernon Way on the east, and Broadway Boulevard on the north.

The Arroyo Chico area is located directly east of Tucson's downtown area. It contains the Reid Park/Randolph Recreation Center regional facility and is in close proximity to the University of Arizona and El Con Mall. The area's central location and high degree of access are key features that have attracted both residential and industrial uses. The population characteristics of the area include a wide range of income levels and a racial and ethnic mix. The percentage of residents who are of Spanish origin is 41 percent in the Arroyo Chico area, compared with 25 percent citywide. Although the area contains a wide variety of land uses, the Arroyo Chico watercourse is a natural feature linking the east and west portions of the plan area.

Only a small portion of the *Arroyo Chico Area Plan* is inside the Tucson Modern Streetcar ¼ Mile Focus Area. This portion encompasses primarily the Broadway Boulevard and Aviation Parkway intersection and consists primarily of right-of-way.

University Area Plan

The *University Area* is centrally located in the developed portion of metropolitan Tucson bounded by Broadway Boulevard on the south, Country Club Road on the east, Grant Road on the north, Stone Avenue on the west, and Toole Avenue on the southwest. The 5.17 square mile plan area includes eleven registered neighborhoods and several pedestrian commercial districts surrounding the main campus of the University of Arizona.

It is important to note that in accordance with State law, University of Arizona (UA) property is not subject to City of Tucson jurisdiction. Development within the UA campus is guided by the *Comprehensive Campus Plan*, adopted and administered by the University of Arizona.

The *University Area* is rich and diverse in character, offering a unique blend of housing and lifestyle options, educational and cultural amenities, and pedestrian-oriented commercial services. The special qualities of the University Area are built on a foundation of individual neighborhoods and commercial districts closely linked to the activity and development of the University of Arizona.

Demographic and housing characteristics in the University Area are strongly influenced by the large population of students (over 30,000) attending the UA. In 1988, more than 50 percent of all University Area residents were between 20 and 44 years of age, and more than 50 percent of all University Area residents rented their homes.

Neighborhoods surrounding the UA activity center have retained their historic character and residential vitality. These neighborhoods, in combination with historic landmarks such as the University's Old Main Building, and pedestrian-oriented commercial districts such as Fourth Avenue, serve to enrich the sense of place characteristic of the University Area.

Neighborhood Associations within the ¼ Mile Focus Area

Exhibit 3 show City of Tucson neighborhoods associations within the ¼ Mile Focus Area, which include Menlo Park, Barrio Kroeger, Barrio Viejo, El Presidio, Armory Park, Iron Horse, Pie Allen, West University, Millville, North University and Blenman-Elm, and Sam Hughes.

Neighborhood Plans within the ¼ Mile Focus Area

Exhibit 4 shows adopted neighborhood plans within the ¼ Mile Focus Area. These include Barrio Kroeger, El Presidio Neighborhood Plan, West University Neighborhood Plan (WUNP), Feldman's Neighborhood Design Manual/NPZ, Blenman Vista (Blenman-Elm and Catalina Vista neighborhood associations) and Sam Hughes.

Barrio Kroeger Neighborhood Plan

Barrio Kroeger Neighborhood Plan recognizes the unique and historic character of the neighborhood and provides written guidelines for future growth to protect and enhance its residential environment. The Barrio Kroeger neighborhood was designated a Model Cities project area in 1968 along with Menlo Park. These combined areas were known as Unit 2 and received funds to upgrade the physical environment.

The more recent planning effort began during the summer of 1975 when residents successfully opposed a commercial rezoning request as well as the proposed location of a Tucson Gas and Electric substation in the neighborhood. Residents felt that after dealing with these two issues, a land use plan was needed in the area to control future development.

Planning staff was officially assigned to this project during the summer of 1977. As an amendment to the City General Plan, the *Barrio Kroeger Neighborhood Plan* complies with Arizona Revised Statutes, Article 6, Section 9-461.06 and Section 23 of the Tucson Municipal Code.

El Presidio Neighborhood Plan

The El Presidio Neighborhood is located immediately north of Tucson's Central Business District and Governmental Complex. The neighborhood's boundaries are Church Avenue, St. Mary's Road, Interstate Highway 10, and Alameda Street. El Presidio rests in part upon the site of a 1,200-year-old Hohokam Indian Pit House. The Neighborhood is also located in the area of Tucson's birthplace, the old Spanish Presidio, and contains many of the City's oldest and most historically significant homes. The residential character of El Presidio remained virtually unchanged until the 1950's when a number of homes were destroyed. This was the result of changing land values in the downtown area, pressures to rezone, and anticipated commercial and governmental development.

In 1965, the *Granada Neighborhood Plan* was adopted. This plan emphasized the redevelopment of El Presidio by allowing a mix of high-rise commercial and residential structures. The intense development market on which the *Granada Plan* was based did not materialize, and in 1979, the *El Presidio Neighborhood Plan* became the adopted land use guide.

The 1979, the *Plan* identified physical deterioration and conversion of residential properties to non-residential uses as the most significant problems in the Neighborhood. On-street parking and traffic circulation through the Neighborhood were also identified as major concerns. The *Plan* was intended to resolve these problems and to guide public and private expenditures in restoring El Presidio's attractiveness as a historic neighborhood.

West University Neighborhood Plan (WUNP)

Adopted in 1989, the *West University Neighborhood Plan (WUNP)* area is bounded by Speedway Boulevard on the north, Park Avenue on the east, 6th Street on the south, and Stone Avenue on the west. It encompasses a 60-block area located approximately six blocks north of the Tucson Downtown area and immediately west of the University of Arizona. The *West University Neighborhood Plan* area is approximately 0.36 square miles. The West University Neighborhood is located within the *University Area Plan* area.

The policies of the *West University Neighborhood Plan* are intended to complement and further refine the policies of the *University Area Plan*. In conjunction with the City of Tucson's *General Plan*, these two plans provide land use policy guidance for the West University Neighborhood. Unless specifically excluded or contradictory, the policies of the *University Area Plan* shall apply to the West University Neighborhood. The purpose of the WUNP is to preserve and enhance the residential character of the West University Neighborhood.

Adopted policies and recommendation within this plan address neighborhood conservation, stress protection of the residential and historic character of the West University Neighborhood, provide guidance for new compatible residential, commercial and office development, ensure maintenance and preservation of neighborhood integrity and character, emphasize the need to develop and maintain a streetscape that supports the West University Neighborhood's residential and historic character, support the development of public transit facilities necessary to serve the West University Neighborhood, encourage the reintroduction of the University trolley/tram following the 4th Avenue/University Boulevard route to the Central Business District (CBD), recommend an upgrade and improvement of the existing streetscape elements (lights, signs, and sidewalks) in a manner that is consistent with the residential and historic nature of the West University Neighborhood, and work closely with the University of Arizona to assure the University-related development is compatible with the character of the neighborhood.

As shown on Exhibit 6, the portion of West University Neighborhood inside the Tucson Modern Streetcar ¼ Mile Focus Area and east of Euclid Avenue is a National Register of Historic Places District with additional areas west of Euclid. In addition, most of the buildings within the National Register District are contributing buildings located within the City of Tucson Historic Preservation Zone.

Blenman Vista Neighborhood Plan

The Blenman Vista plan encompasses the square-mile area bounded by Speedway Boulevard on the south, Campbell Avenue on the west, Grant Road on the north, and Country Club Road on the east. Tucson Boulevard and Elm Street divide the square-mile area into four quadrants.

Blenman Vista is centrally located in close proximity to the University of Arizona to the southwest, the University Medical Center to the west, and the El Con Shopping Mall to the southeast. The Arizona Inn and Potter Place have been identified as key landmarks by area residents. The goal of the Blenman Vista Neighborhood Plan is to protect the integrity of the neighborhoods in the square-mile. The plan

establishes a framework that recognizes the present quality of the Blenman-Elm and Catalina Vista neighborhoods and includes criteria to guide new development in harmony with community-wide planning objectives. To achieve this goal, the plan outlines specific goals, policies, and implementation actions for land use, plan administration, historic preservation, transportation, and neighborhood programs. In addition, a section on compatible design provides guidelines to ensure that new developments are designed in harmony with the existing neighborhoods. The mitigating techniques outlined in this section are meant to be used in conjunction with the land use policies.

As shown in *Exhibit 6: City of Tucson Historic Districts and Structures within the ¼ Mile Focus Area*, the southwest corner of the Blenman Vista Neighborhood Plan at the intersection of Speedway Boulevard and Campbell Avenue is located within the Modern Streetcar ¼ Mile Focus Area. This area is inside the current National Register District and includes contributing buildings. This area is outside the City of Tucson Historic Preservation Zone.

Sam Hughes Neighborhood Plan

The Sam Hughes neighborhood dates back to the early 1920' s and is recognized as one of Tucson's more stable central-city residential areas. The neighborhood, named after the Sam Hughes Elementary School, is located in the mile-square area bounded by Campbell on the west, Speedway on the north, Country Club Road on the east, and Broadway Boulevard on the south. In 1980, there were approximately 4,391 residents in its 2,120 households; 16 percent under age 18, 45 percent between 19 and 44, and 39 percent age 45 and over. From information obtained from the residents through a neighborhood association questionnaire, the neighborhood has a stable residential population with the average person having lived in Tucson over 22 years and in this neighborhood over 14 years.

The residents of Sam Hughes feel the neighborhood is unique because of its central location, proximity to the University of Arizona, Himmel Park Library, senior citizen activity center, an excellent elementary school, and a variety of shops and services. The neighborhood, which is bounded by four major streets, is known for its bike routes, recreational facilities, pleasant areas for walking and jogging, and generally quiet, settled environment.

The policies in the *Sam Hughes Neighborhood Plan* that pertain to land between Tucson Boulevard and Campbell Avenue complement those adopted in the *University Area Plan*.

The northeast portion of the Sam Hughes Neighborhood south of Speedway Boulevard and east of Campbell Avenue is located within the Tucson Modern Streetcar ¼ Mile Focus Area. This area is inside the current National Register District and includes contributing buildings. This area is outside the City of Tucson Historic Preservation Zone.

Feldman's Neighborhood Design Manual/NPZ

The Neighborhood Preservation Zone (NPZ) ordinance (Section 2.8.11 in the Land Use Code) enables the creation of overlay districts designed to preserve, protect, and enhance the unique character and historical resources of established city neighborhoods. The Mayor and Council initiated the Feldman's

Neighborhood as the first neighborhood for the NPZ process. This process requires the development of a neighborhood design manual.

On November 24, 2009, the Mayor and Council adopted the rezoning of the Feldman's Neighborhood with an NPZ overlay. The preface "N" has been added to the assigned residential zoning designation for each property within the Feldman's NPZ (e.g., R-1 became NR-1). The design manual is a condition of the rezoning (C9-09-07 Feldman's Neighborhood Preservation Zone Overlay) and is a required review component of all applicable projects.

The Feldman's Neighborhood Design Manual (Design Manual) provides a process to guide architectural and design requirements to assure development is compatible with the Feldman's Neighborhood unique character as well as with the character of an applicable Development Zone.

The Feldman's NPZ Overlay, per the applicability criteria established by the NPZ enabling legislation, coincides with the residential zone boundaries as shown in *Exhibit 5: City of Tucson Zoning within the ¼ Mile Focus Area*. The NPZ Overlay is subject to change in the future if properties within the study area are rezoned either to or from residential.

The Feldman's Neighborhood is a National Register Historic District (established in 1989; expanded in 2008). As of 2008, Feldman's has 488 contributing properties (i.e. properties that have historic designations) to the historic district.

Two blocks of the Feldman's Neighborhood on the northwest corner of the intersection of Speedway Boulevard and Park Avenue are located within the Tucson Streetcar ¼ Mile Focus Area. The parcels within the ¼ Mile Focus Area along Speedway Boulevard and most of Park Avenue are outside the City of Tucson Neighborhood Preservation Zone and outside the current National Register District.

As shown on *Exhibit 6: City of Tucson Historic Districts and Structures within the ¼ Mile Focus Area*, parcels facing Helen Avenue and Tyndall Avenue are within the NPZ, the National Register District and include contributing buildings. The neighborhood is outside the City of Tucson Historic Preservation Zone (HPZ).

Position Statements from Neighborhoods within the ¼ Mile Focus Area

During the week-long Tucson Modern Streetcar Land Use and Development Implementation Plan Design Charrette further described in the community involvement section of this document, several neighborhood organizations which do not currently have an adopted neighborhood plan provided the Charrette Design team with their position papers.

Although the City has not formally adopted these documents, they are included in the SLUP as part of the community input process. The team received position papers from Menlo Park Tucson's Birthplace, Armory Park Historic Residential District, and Friends of Tucson's Birthplace. These position statements are included in the appendix section.

Exhibit 2: City of Tucson Area Plans within the ¼ Mile Focus Area

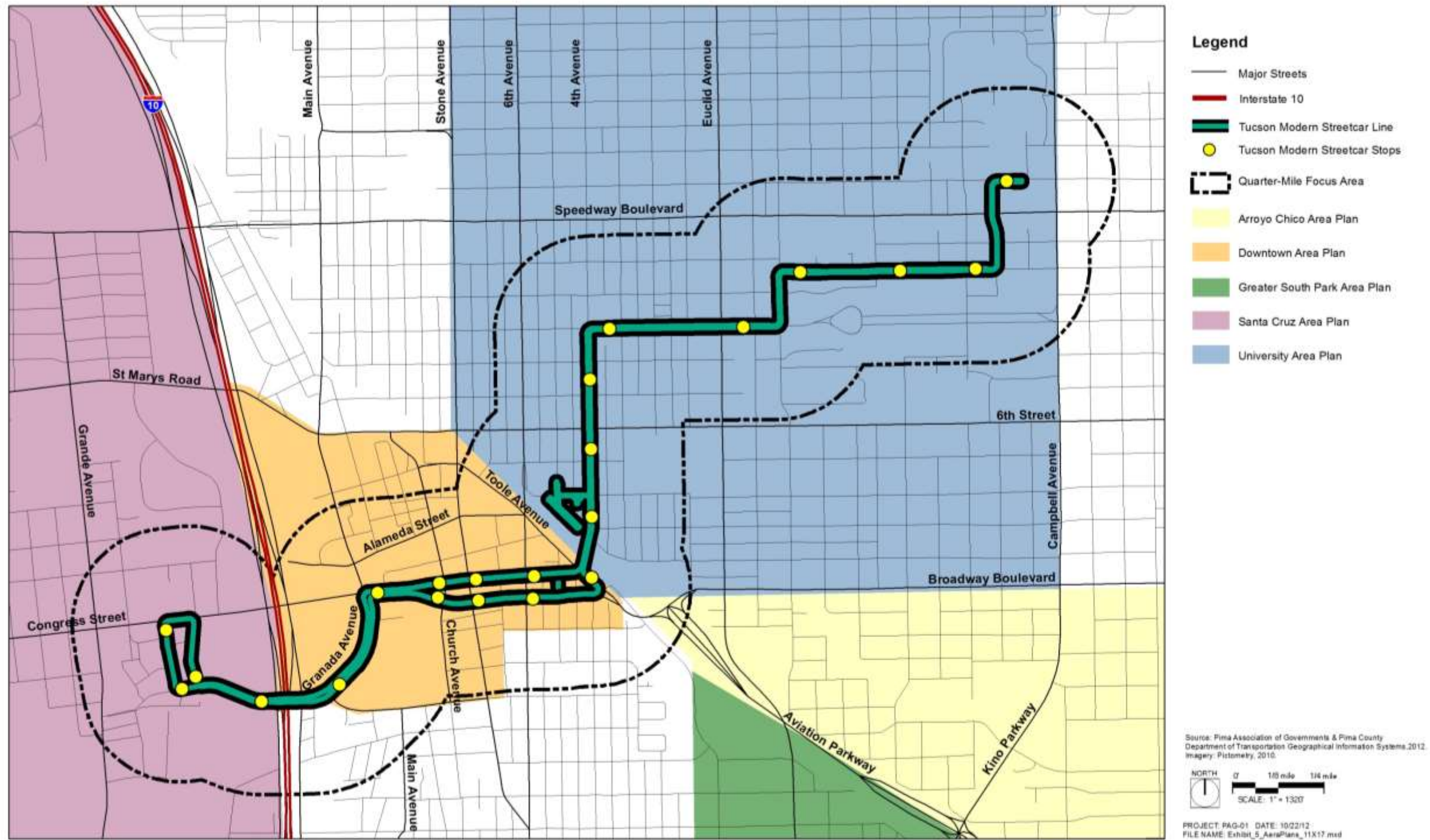


Exhibit 3: City of Tucson Neighborhood Associations within the ¼ Mile Focus Area

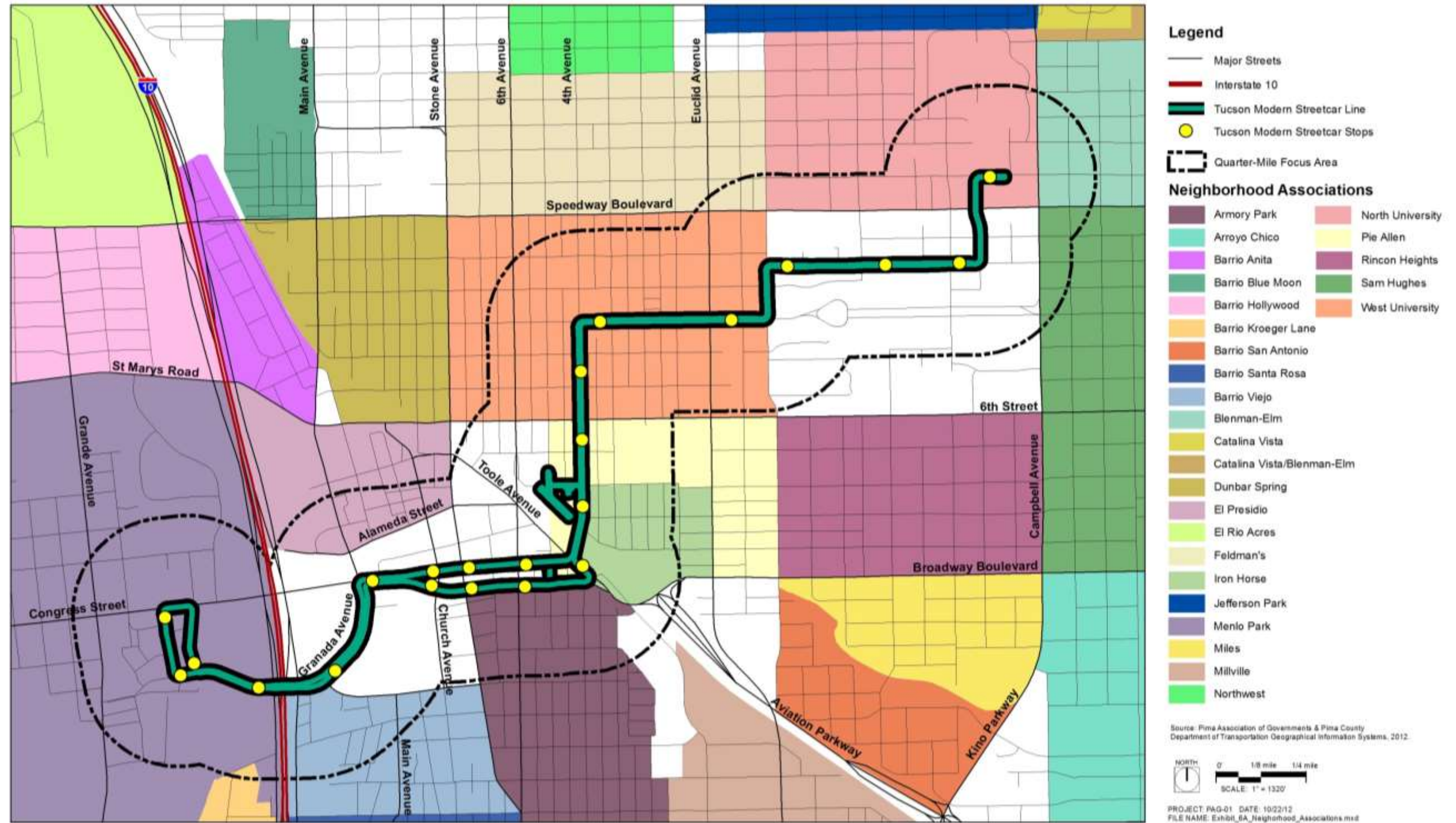
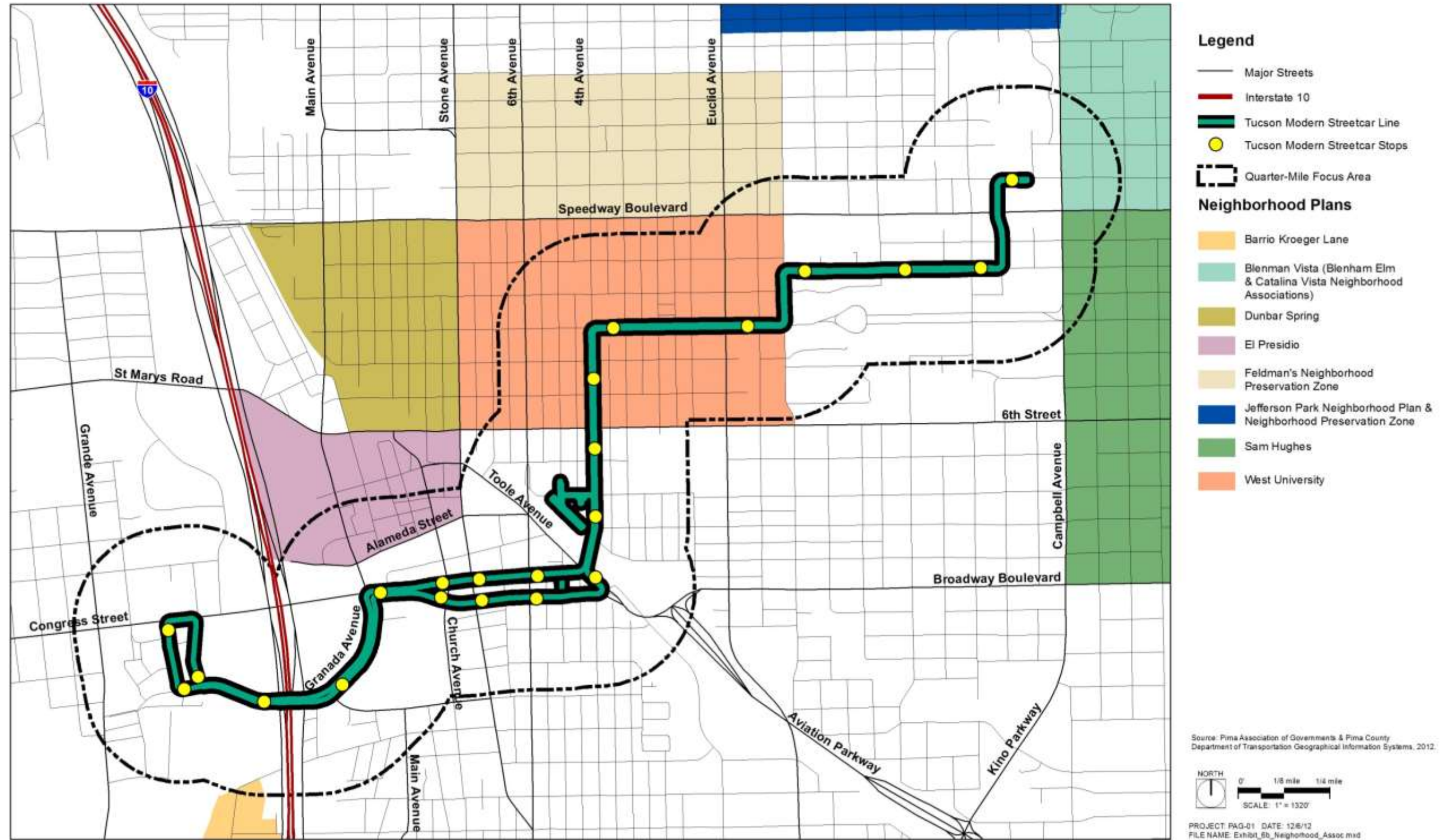


Exhibit 4: City of Tucson Neighborhood Plans within the ¼ Mile Focus Area



Zoning, Overlay Zones and Historic Districts

The current regulatory framework regulating the use of land is the City of Tucson Unified Development Code. Exhibit 5 shows zoning districts within the ¼ Mile Focus Area. Table 5 lists zoning districts within the ¼ Mile Focus Area.

Table 5
Zoning Districts within the Tucson Modern Streetcar ¼ Mile Focus Area

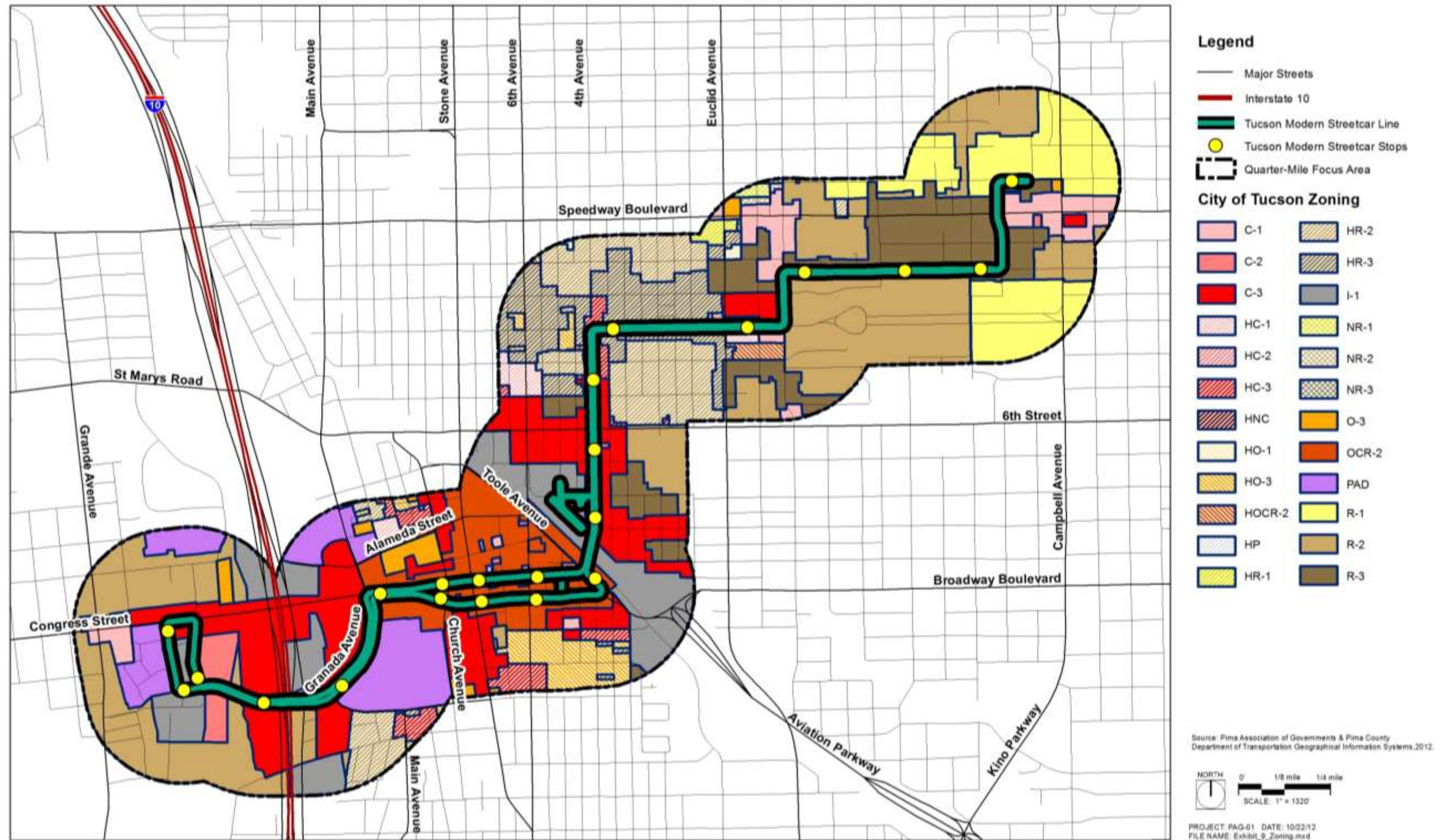
Zoning District	Description
R-1 Residential Zone	This zone provides for urban, low density, single-family residential development, together with schools, parks, and other public services necessary for a satisfactory urban residential environment.
R-2 Residential Zone	This zone provides for medium density, single-family and multifamily residential development together with schools, parks, and other public services necessary for a satisfactory urban residential environment.
R-3 Residential Zone	This zone provides for high-density residential development and compatible uses.
C-1 Commercial Zone	This zone provides for low-intensity, commercial and other uses that are compatible with adjacent residential uses. Residential and other related uses shall also be permitted.
C-2 Commercial Zone	This zone provides for general commercial uses that serve the community and region. Residential and other related uses shall also be permitted.
C-3 Commercial Zone	This zone provides for mid-rise development of general commercial uses that serve the community and region, located downtown or in other major activity center areas. Residential and other related uses shall also be permitted.
O-3 Office Zone	This zone provides for mid-rise, office, medical, civil, and other development uses that provide reasonable compatibility with adjoining residential uses.
OCR-2 Office/Commercial/Residential	The purpose of this zone is to provide high-rise development that serves the community and region and is located in major activity centers. A mixture of development types is encouraged, including office, commercial, and high-density residential uses.
I-1 Light Industrial	The zone provides for industrial uses that are generally nuisances, making them incompatible with most other land uses. These nuisances may be in the form of air pollutants; excessive noise, traffic, glare, or vibration; noxious odors; the use of hazardous materials; or unsightly appearance.
NC Neighborhood Commercial	This zone provides for low-intensity, small-scale, commercial and office uses that are compatible in size and design with adjacent residential uses. Residential and other related uses shall be permitted.
PAD Planned Area Development	Master-planned development following the purpose, regulations, establishment and amendment procedures, and other applicable requirements provided in Section 3.5.5. of the Unified Development Code.

Source: City of Tucson Unified Development Code, Adopted October 9, 2012

Notes:

1. When the letter “H” precedes a Zoning District in the legend of the Zoning map provided in this section (example HR-1 and HC-1), the “Historic Preservation Zone (HPZ)” applies.
2. When the letters “NR” precede a Zoning District in the legend of the Zoning provided in this section (example NR-1), the “Neighborhood Preservation Zone (NPZ)” applies.

Exhibit 5: City of Tucson Zoning within the ¼ Mile Focus Area



Overlay Zones within the ¼ Mile Focus Area

With the exception of the HPZ Overlay Zone and the NPZ Overlay Zone, all the other overlay zones regulating development within the City are optional. These optional overlay zones include the Downtown Core Subdistrict, the Greater Infill Incentive District, Main Gate Urban Overlay District and the Rio Nuevo Business District. Exhibit 7 shows overlay zones within the ¼ Mile Focus Area.

Historic Preservation Zone (HPZ)

The purpose of this zone is to promote the educational, cultural, economic, and general welfare of the community and to ensure the harmonious growth and development of the municipality by encouraging the preservation and rehabilitation of historic districts, historic sites and structures, and archaeological resources. This zone is intended to ensure the retention of early structures and to keep them in active use and in their original appearance, setting, and placement. In order to preserve property values, provide for future development, and promote an awareness of the heritage of Tucson among residents and visitors to the community, new or remodeled structures within the HPZ zone must be designed and constructed to harmonize with structures located within the immediate vicinity.⁴

Exhibit 5: City of Tucson Zoning within the ¼ Mile Focus Area identifies zoning districts inside the HPZ within the ¼ Mile Focus Area with the letter “H” preceding the zoning district.

Neighborhood Preservation Zone (NPZ)

Preserving and enhancing Tucson’s established neighborhoods is critical to conserving the cultural and historical heritage of the city. The purposes of the Neighborhood Preservation Zone (NPZ) are to provide a process for the:

- Establishment of NPZ districts to preserve, protect and enhance the unique character and historical resources of established city neighborhoods; and
- Creation and establishment of a neighborhood-specific design manual for each NPZ district, containing architectural and design standards and guidelines to ensure that development is compatible with the neighborhood character, as well as with the character of the applicable Development Zone.⁵

Exhibit 5 identifies zoning districts inside the NPZ within the ¼ Mile Focus Area with the letter “N” preceding the zoning district.

⁴ City of Tucson Unified Development Code (2012), Article 5: Overlay Zones, 5.8 “H” Historic Preservation Zone (HPZ) 5.8.1 Purpose (page 5-53)

⁵ City of Tucson Unified Development Code (2012), Article 5: Overlay Zones, 5.8 “H” Historic Preservation Zone (HPZ) 5.8.1 Purpose (page 5-53)

Historic Residential Districts within the ¼ Mile Focus Area

Several of Tucson’s historic residential districts or portions of these are located within the Tucson Modern Streetcar ¼ Mile Focus Area. Current National Register Historic Residential Districts within the ¼ Mile Focus Area are listed in Table 6.

Table 6
National Register Historic Residential Districts within the Tucson Modern Streetcar ¼ Mile Focus Area

National Register Status	District Name	Year Established	Inside the HPZ ⁶	Inside the NPZ ⁷
Current	Armory Park Historic Residential District	1976	Most	No
Current	El Presidio Historic District	1976	Most	No
Current	Barrio Libre Historic District	1978	Most	No
Current	West University Historic District	1980	Most	No
Current	Iron Horse Expansion Historic District	1986	No	No
Current	University of Arizona Campus Historic District	1986	No	No
Current	Feldmans Historic District (Speedway-Drachman)	1989	No	Yes
Current	Menlo Park Historic District	1992	No	No
Current	Sam Hughes Residential Historic District	1994	No	No
Current	Pie Allen Residential Historic District	1996	No	No
Current	Warehouse Historic District	1999	No	No
Current	Blenman-Elm Historic District	2003	No	No

Source: National Register Historic Districts in the City of Tucson, Tucson Historic Preservation Office, 2011

⁶ Historic Preservation Zone (HPZ)

⁷ Neighborhood Preservation Zone (NPZ)

Table 6
National Register Historic Residential Districts within
the Tucson Modern Streetcar ¼ Mile Focus Area
(Continued)

National Register Status	District Name	Year Established	Inside the HPZ ⁸	Inside the NPZ ⁹
Current	Barrio El Hoyo Historic District	2008	Most	No
Current	Barrio El Membrillo Historic District	2009	No	No
Pending	Downtown Tucson	NA	No	No

Source: National Register Historic Districts in the City of Tucson, Tucson Historic Preservation Office, 2011

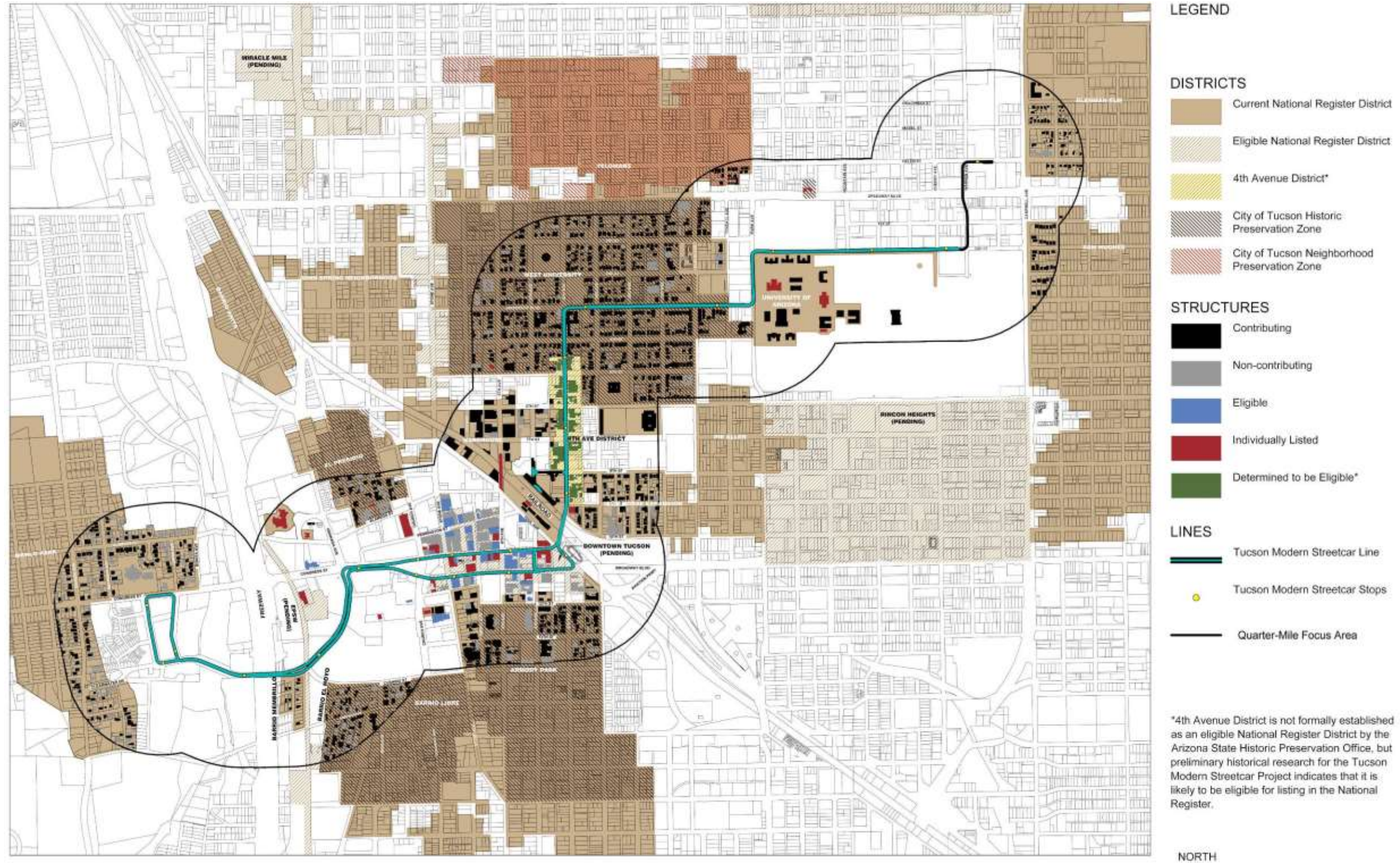
City of Tucson Overlay Zones within the ¼ Mile Focus Area

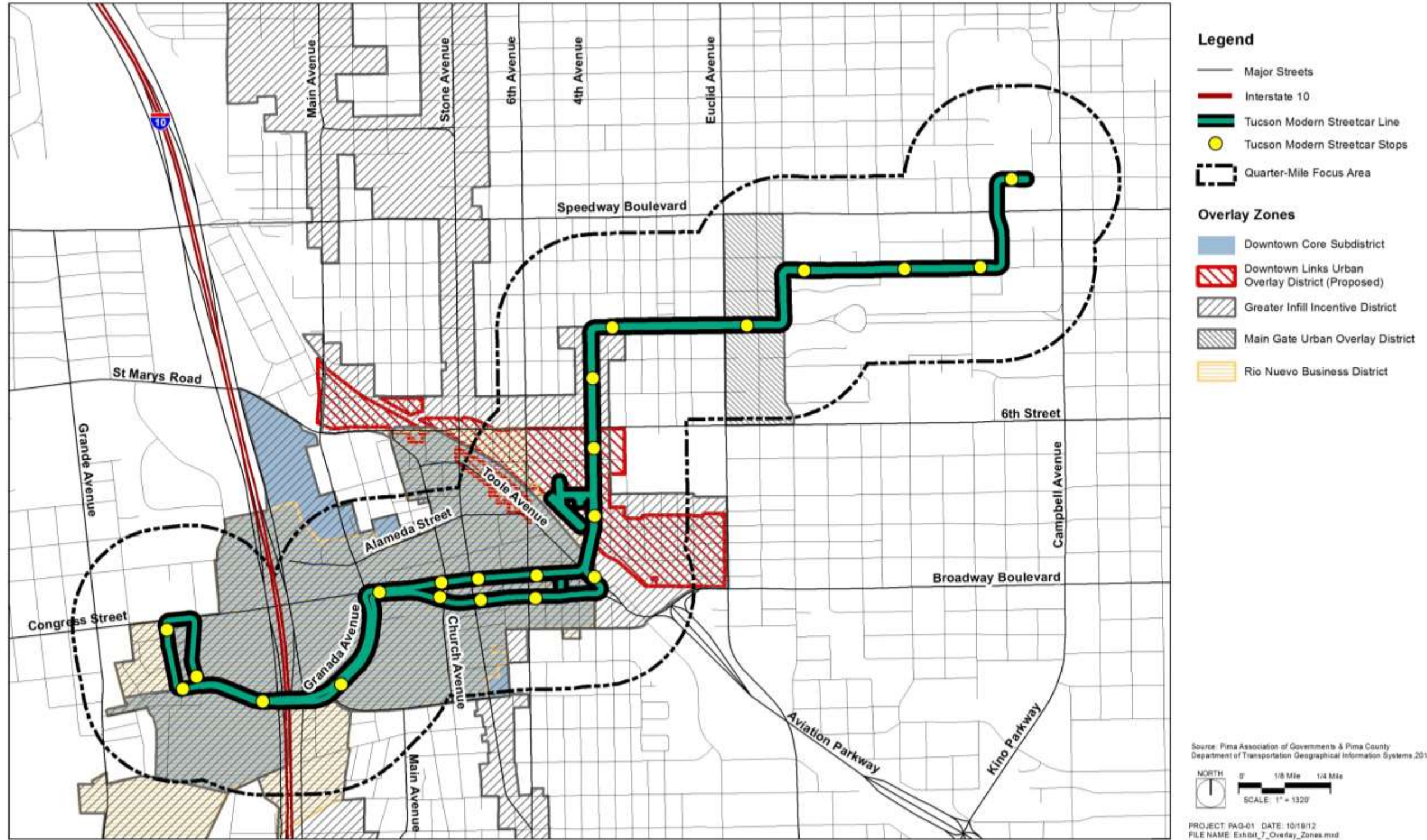
Several optional overlay zones guide development within the Tucson Modern Streetcar ¼ Mile Focus Area. These are the Downtown Core Subdistrict Overlay Zone, the Downtown Links Urban Overlay District (proposed), Main Gate Urban Overlay District and the Rio Nuevo Business District Overlay Zone.

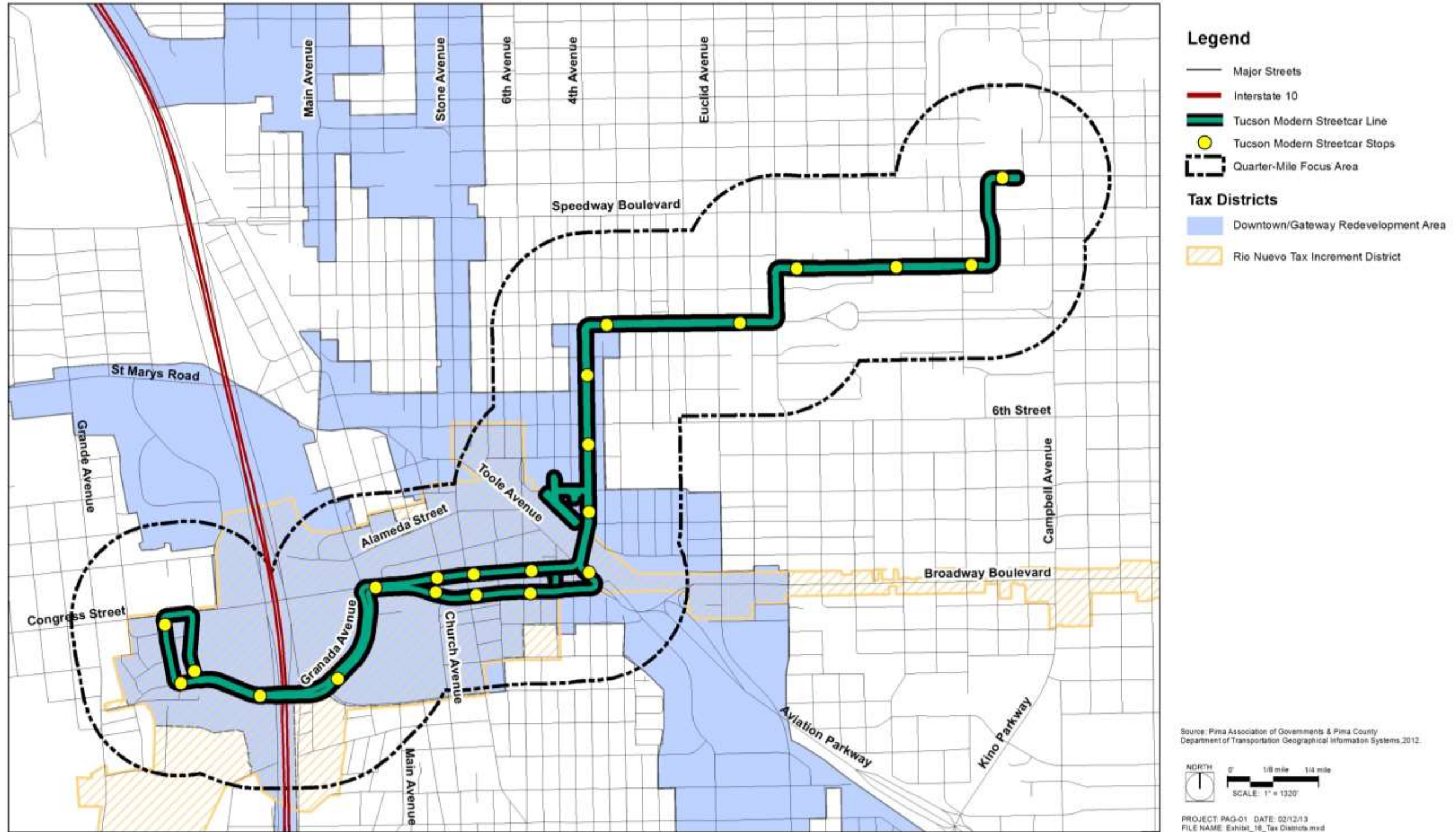
These overlay zones specify design standards and reduce parking requirements for new development, and redevelopment. Overlay zones within the Tucson Modern Streetcar ¼ Mile Focus Area are shown in Exhibit 7.

⁸ Historic Preservation Zone (HPZ)

⁹ Neighborhood Preservation Zone (NPZ)







Corridor Heterogeneity and Character Area Definition

The extent of the Streetcar line runs through the full variety of settings and constraints that the City of Tucson has to offer. From the heavy institutional uses at the University of Arizona east end, to the Transition area between Park and Euclid, to the historic residential and commercial areas of West University and the 4th Avenue business district, to the rapidly changing downtown, to the very unsettled Granada stretch, and finally to the multiply-planned (and sometimes shelved) west-side. This heterogeneity eliminates any possibility of rule-of-thumb or generalized planning. Instead, the **planning strategy** is surgical and very site-specific and the approaches vary widely dictated by the context. Such heterogeneity resulted in the need to identify character areas and address what made such areas distinct and unique. Exhibits 8 and 9 show character areas identified within the Tucson Modern Streetcar ¼ Mile Focus Area.

Major character areas along the Tucson Modern Streetcar are defined in this section and include:

- Heritage Gateway (Western Terminus) - West of Interstate 10
- Downtown Cultural/Convention District (Granada from Congress to Interstate 10)
- Downtown Entertainment District
 - Downtown Central Business District (Congress Street from 6th Avenue to Granada Avenue)
 - Congress and 4th Avenue Activity Center
- Central Segment
 - Fourth Avenue Business District
 - University Boulevard (West of Euclid Avenue)
- Main Gate
- Innovation Gateway (Eastern Terminus) - Speedway and Campbell

Character areas delineated on Exhibits 8 and 9 are referenced as appropriate throughout this document and provide a framework for understanding the distinct needs of each of these character areas. They also assist in the identification of unifying elements needed to support a cohesive corridor that respects each character area identity.

Bridging Environment, Heritage and Innovation

The Tucson Modern Streetcar is a multidimensional corridor. Starting at Tucson's Origins, the Heritage Gateway, it moves towards the University of Arizona, the Innovation Gateway, connecting our past with our future. We travel in time and space from 4000-year-old Tucson's Birthplace, through an 18th century mission complex, by 19th century Barrios, through a burgeoning Downtown, up eclectic 4th Avenue, across University Boulevard traversing early 20th century historic neighborhoods and finally arriving at the University of Arizona, a center for exploration of big ideas, learning, discovery, and innovation. A trip in the Modern Streetcar traces and represents all of the elements of Tucson's rich culture.

The streetcar connects the community, offering a portal to the past, the wisdom of our heritage, and a window into the future. It also connects the built environment and the lush Sonoran desert, enhancing access to employment, a diversity of housing choices, commerce, and government.

“A” Mountain is located at walking distance from the western terminus. Managed by the University of Arizona College of Science and Pima County, Tumamoc Hill, located few blocks from the Heritage Gateway or western terminus, offers opportunities for heritage tourism and eco-tourism. A 2,300-year-old ruined village sits atop Tumamoc Hill and the rich cultural context of two millennia of human society lie at its feet. Its 860-acre ecological reservation is both a US National Historical Landmark and a US Archaeological District. A microcosm of what the world can do to save its precious environments and cultural history, Tumamoc Hill is Tucson's gift to tomorrow.

Tucson's Modern Streetcar links activity centers, character areas, open spaces and the Sonoran desert, respecting and enhancing the unique character of each distinct area. The streetcar can serve as the catalyst to preserve and celebrate the past, enhance the present, and guide future development to create a sustainable, healthy, vibrant, walkable, bikable, rideable, and economically vibrant corridor with a strong Tucson identity, character and sense of place. Once completed, the streetcar will bridge environment, heritage and innovation.

The Tucson Modern Streetcar Bridging Environment, Heritage and Innovation

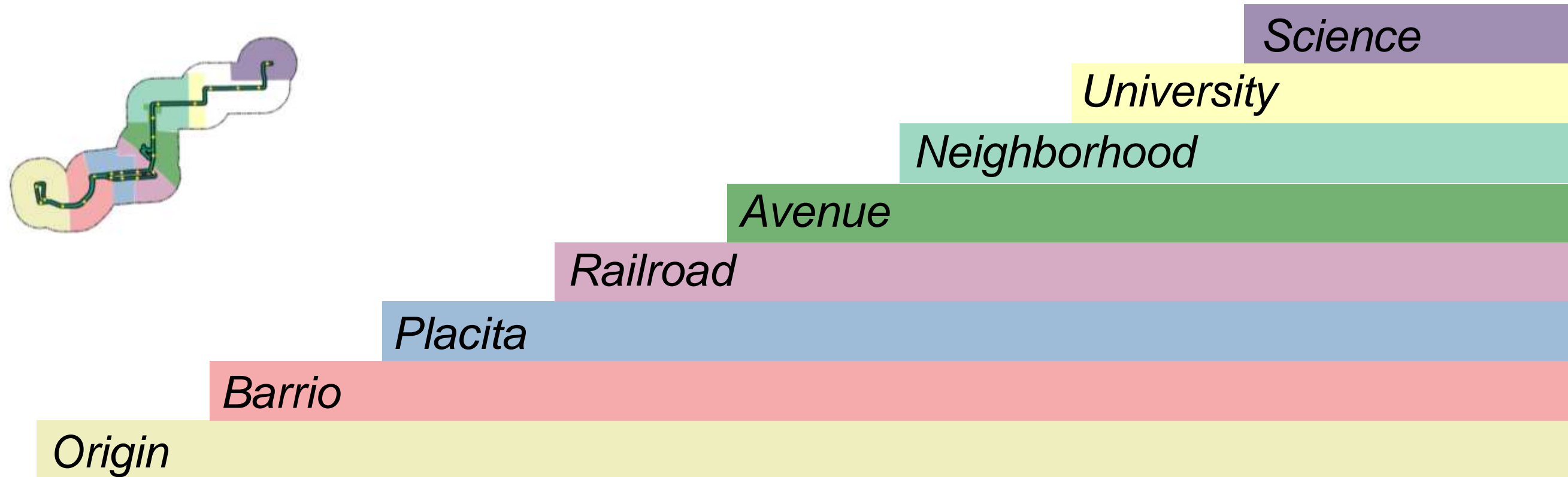


Exhibit 8: Tucson Modern Streetcar Major Character Areas within the ¼ Mile Focus Area

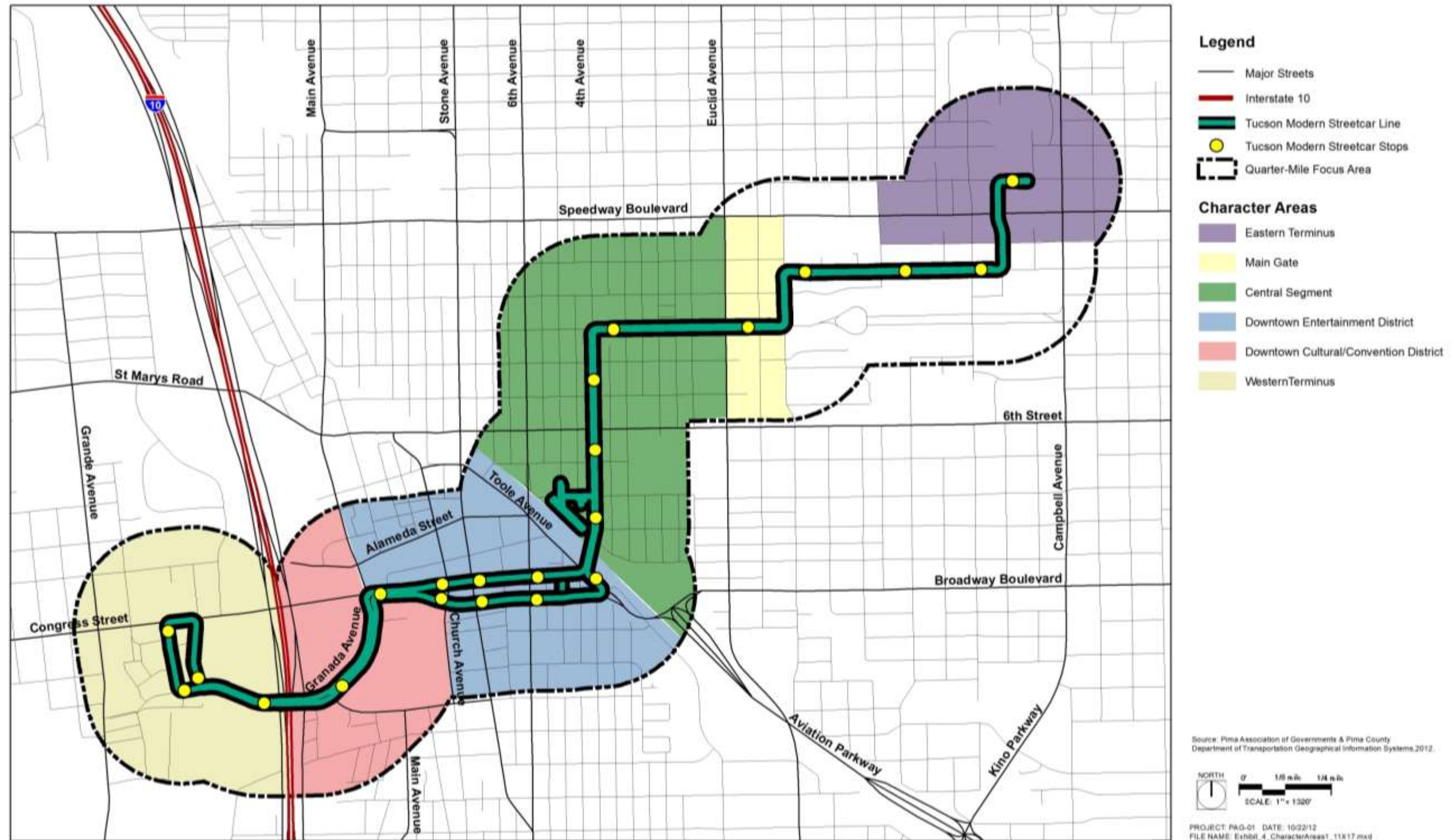
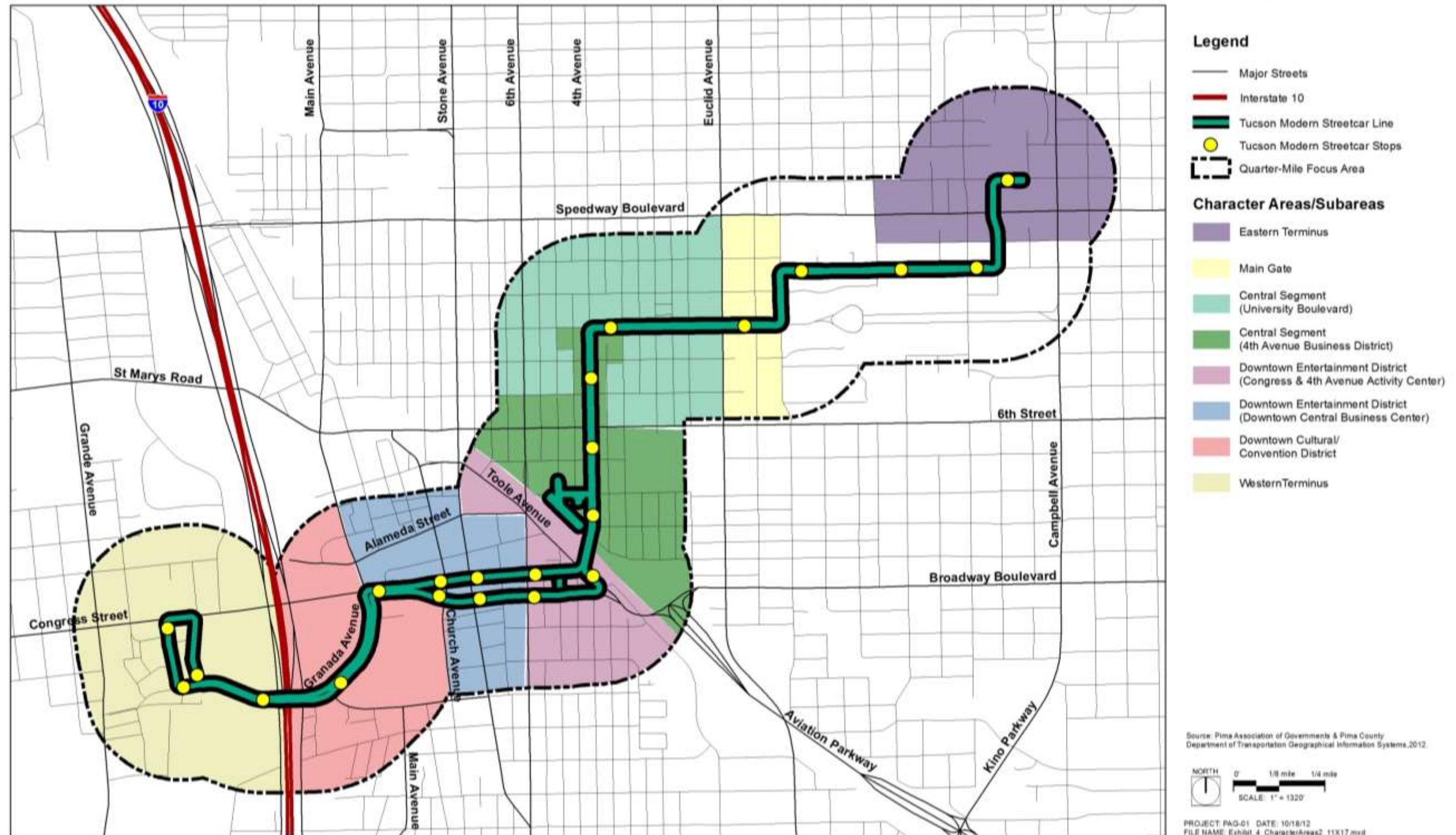


Exhibit 9: Tucson Modern Streetcar Character Areas and their Sub-areas within the ¼ Mile Focus Area



Housing and the Tucson Modern Streetcar Corridor

Housing is the principal building block of any community. Its physical design, its density, its cost, and its character contribute substantially to how a city functions. It is what strikes “closest to home.” People are rightly sensitive to the characteristics of their own homes and the housing characteristics of their neighbors.

The Tucson Modern Streetcar Corridor has a wide variety of existing residential choices – it has both ownership and rental housing serving people of low income and people of higher income. Its physical form ranges from high-rise dense student, senior and public housing, to single-family historic homes and everything in between.

Even though the Streetcar is not yet complete, there has been an upsurge of development along its spine. The new housing includes student housing, affordable housing and few market rate housing developments. What is determining the present mix is the current market.

The economics of housing is exerting a strong influence on the current development pattern. Student housing is built, being built, or planned in a number of locations along the Corridor including: The District (5th Avenue and 6th Street), Campus Acquisitions and related projects (Park and Tyndall), Cadence (4th Avenue, Broadway/Congress and Toole), The Junction (9th Street and 3rd Avenue), and The Corbett Site-DMC (6th Avenue and 7th Street) to name a few. What they all have in common is a rental structure that makes these projects economically feasible. That is why they are being built. Exhibit 10 shows student housing development within the Tucson Modern Streetcar ¼ Mile Focus Area.

In general, Tucson rents are in a fairly compact range. Residential rentals in the Streetcar Corridor cost approximately \$1.00 - \$1.15 per square foot per month as a base rent. A two-bedroom 875 square foot house or apartment might rent for roughly \$900 - \$1000 per month. A three-bedroom 1050 square foot modest single family detached home, might rent for \$1000- \$1200 per month. The existing rents vary somewhat. In this market, those current rents will not support a loan necessary for new construction; i.e. purchase land, design the project, permit the project, pay appropriate development and impact fees and build it. Finally, these area rents have not changed much in recent years. Area rents have been relatively stagnant in the face of the four-year-old bursting of the housing bubble and the recession that has followed.

Student housing, on the other hand, operates in a different rent structure. In recent large-scale developments, developers are building four-bedroom suites and renting each of the bedrooms in a separate lease for approximately \$550 - \$600 per month. That means a 1300 square foot four-bedroom unit will gross a collective rent of \$575 x 4 = \$2300. That translates to \$1.77 per square foot per month. With those substantially higher per square foot per month rent levels (and a captive UA student market that refreshes every August), new construction now becomes viable. Banks are willing to loan money and developers are willing to build.

The recent market in large University-area infill housing (“mini-dorms,” as some would describe them) has had a comparable economic structure. Multi-bedrooms suites leased by the bedroom have

enjoyed rents in the \$1.75/month/per square foot. Based on these similar economics, University-area neighborhoods have seen an influx in this form of housing over the last five years.

Translating these housing economic models backwards to the non-student market, (absent any public subsidy) market rents may need to climb towards the \$1.75 per square foot per month (\$1300 per month basic rent for a two-bedroom unit) before Tucson is likely to see substantial new, non-student, market-driven rental development.

The only possible exception to this reluctance to pay higher rents is the emerging rental market that, pre-bubble-burst, might have been in the condo/ownership market. Condo/townhouse equity ownership may have become sufficiently scary for some in that some of this market might be moving to rental to avoid the equity risk. Right now individuals may be willing to pay rents comparable to what they would have expected to pay in mortgage rather than what they have been paying in the rental market. A few recently built residential developments (The Aerie on the eastside) have been successfully building for this higher-end rental market. That model may or may not have any traction in the Streetcar Corridor.

The story for homeownership has been similar in its outcome for somewhat different reasons. In this case, the burst housing bubble and the real estate recession has had a more direct impact on new housing development. With a large number of foreclosures in the Tucson market, home values have dropped precipitously. In Tucson, in July of 2007, the median sales price of homes was \$195,000. By January 2012, it had dropped to \$130,000, a decline of one-third of the value. This drop in housing sales exerts downward pressure on all home sales, even in the healthier Streetcar Corridor real estate market. In this economic setting, it is unlikely that new home ownership construction will proceed (the weak sales price market will not support the cost of new construction) and even more unlikely that banks will provide construction loans for this type of development.

Subsidized housing programs available to lower income residents within the ¼ Mile Streetcar Corridor include the recently completed HOPE VI Martin Luther King apartments at Toole and 5th Avenue and the new Low Income Tax Credit Senior project, Sentinel Plaza, at West Congress Street and the Santa Cruz River. Exhibit 11 shows subsidized housing development within the Tucson Modern Streetcar ¼ Mile Focus Area.

Local Examples for Housing Affordability: Integrated Housing Policies

La Entrada Apartment located within walking distance of the Tucson Modern Streetcar line across El Presidio historic neighborhood, successfully offers HUD Section 8 housing vouchers to low-income residents through a joint Department of Housing and Urban Development program. This multifamily residential community includes young professionals working in the downtown area, students from Pima Community College and the University of Arizona, empty nesters, single adults, elder citizens, people with disabilities and low-income households. This type of integrated housing supports the concept of complete communities by offering housing to all ages and income ranges in a non-discriminatory environment that serves all segments of the community.

The formulation of policy incentivizing new TOD developments to include a percentage of affordable housing is a way to create total communities, promote equality, support the Tucson Modern Streetcar ridership, avoid gentrification and create complete communities.

Exhibit 10: Student Housing Development within the ¼ Mile Focus Area

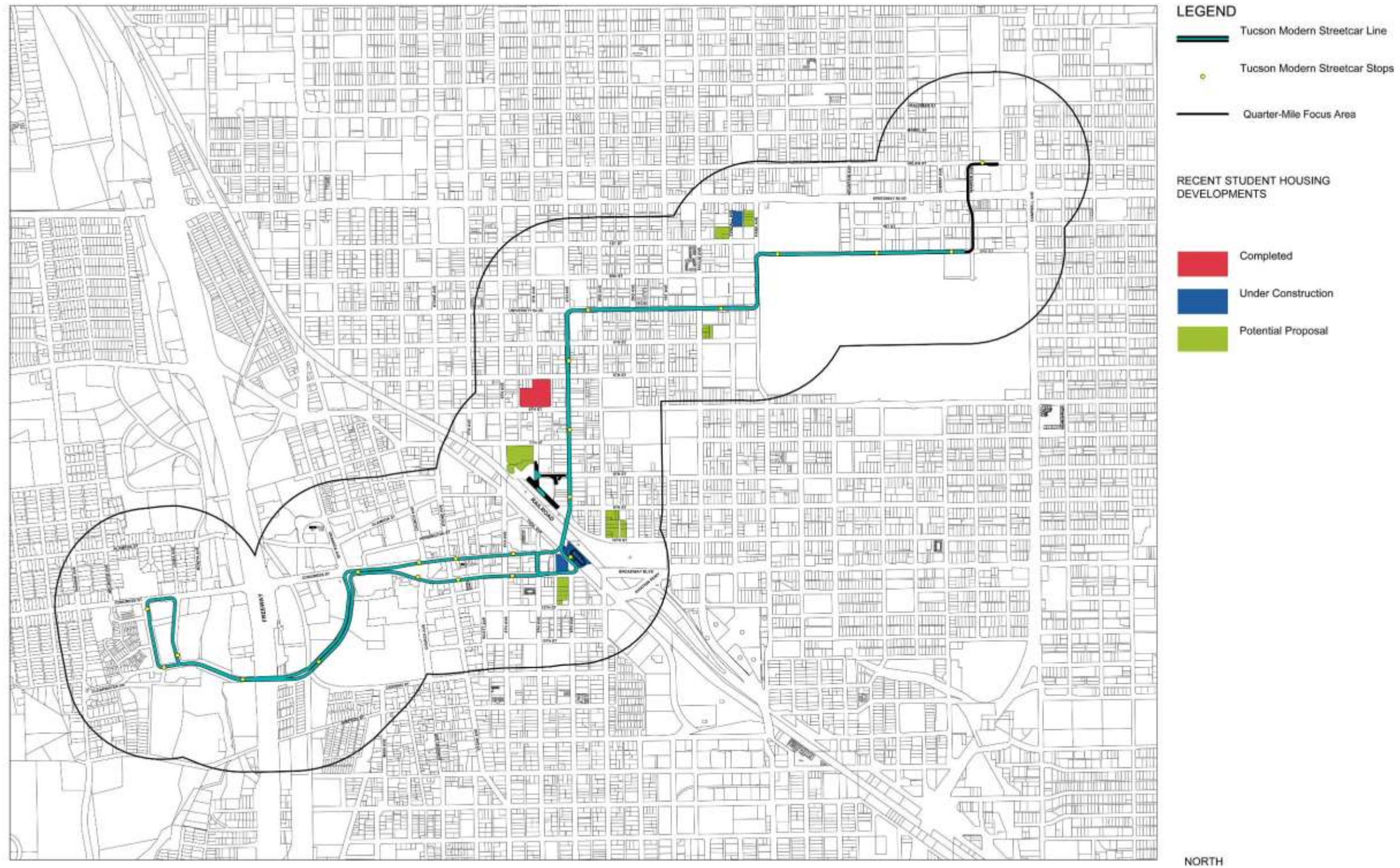
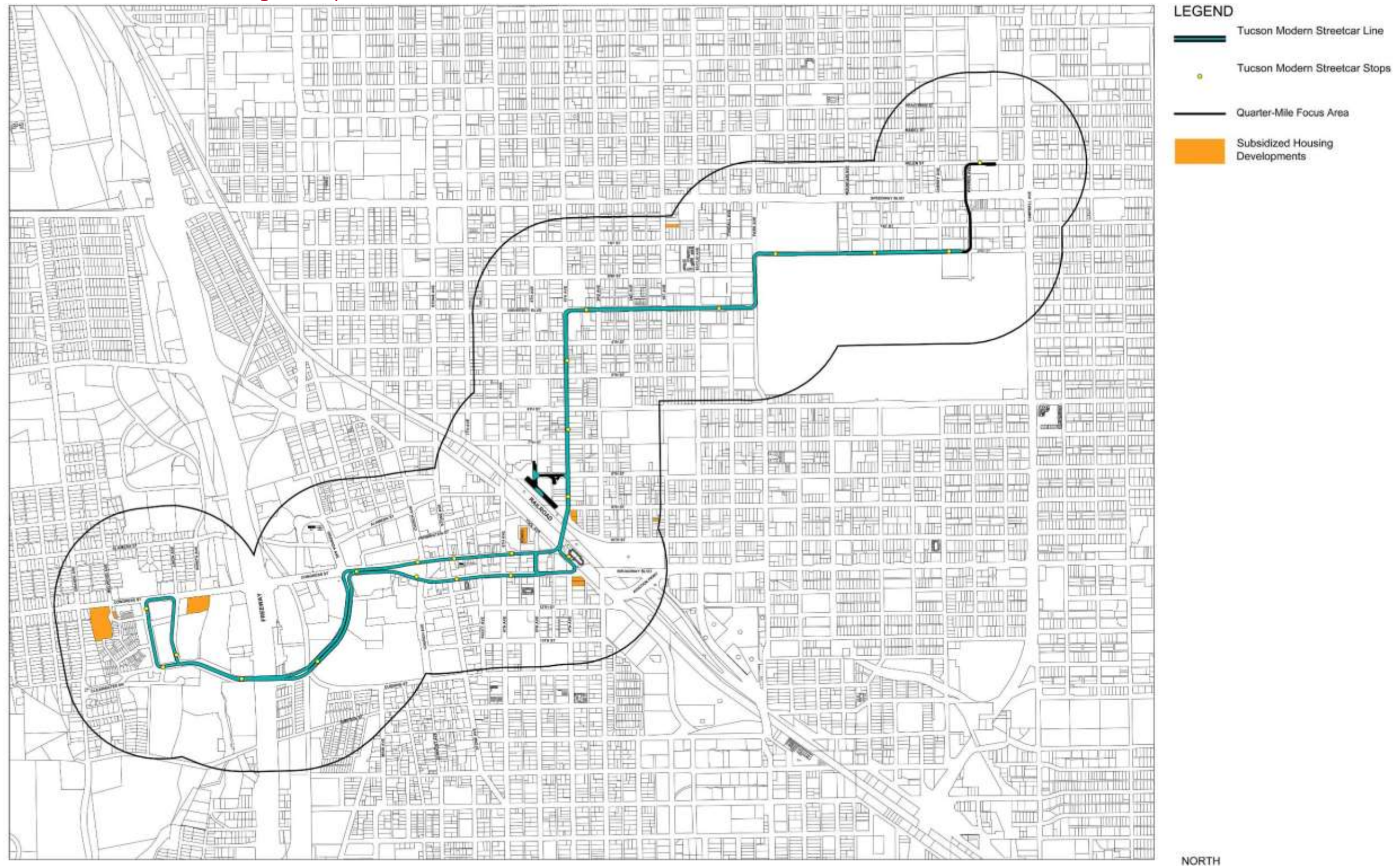


Exhibit 11: Subsidized Housing Development within the ¼ Mile Focus Area



Housing Tenure and Housing Costs

Owner-Occupied Properties

Based on U.S. Bureau of the Census 2010 data, owner-occupied properties were identified within the Tucson Modern Streetcar ¼ Mile Focus Area. Exhibit 12 shows percent of owner-occupied housing properties within the focus area. As shown on this exhibit, corridor wide, the 0-20 percent owner-occupied category comprises most of the corridor. This is a strong indicator that most planning areas within the corridor have a higher percentage of renter-occupied properties.

Renter-Occupied Properties

Based on U.S. Bureau of the Census 2010 data, renter-occupied properties were identified within the Tucson Modern Streetcar ¼ Mile Focus Area. Exhibit 13 shows percent of renter-occupied housing properties within the focus area. As shown on this exhibit, corridor wide, percent renter-occupied properties are high along the corridor.

Median Monthly Owner Costs (Housing Units with a Mortgage)

Based on U.S. Bureau of the Census 2010 data, median monthly owner costs for housing units with a mortgage were identified within the Tucson Modern Streetcar ¼ Mile Focus Area. Exhibit 14 shows percent of median monthly owner costs in \$ per month and monthly owners cost as a percentage of household income along the Streetcar Corridor.

Median Monthly Owner Costs (Housing Units without a Mortgage)

Based on U.S. Bureau of the Census 2010 data, median monthly owner costs for housing units without a mortgage were identified within the Tucson Modern Streetcar ¼ Mile Focus Area. Exhibit 15 shows percent of median monthly owner costs in \$ per month and monthly owners cost as a percentage of household income along the Streetcar Corridor.

Exhibit 12: Owner-Occupied Properties within the ¼ Mile Focus Area

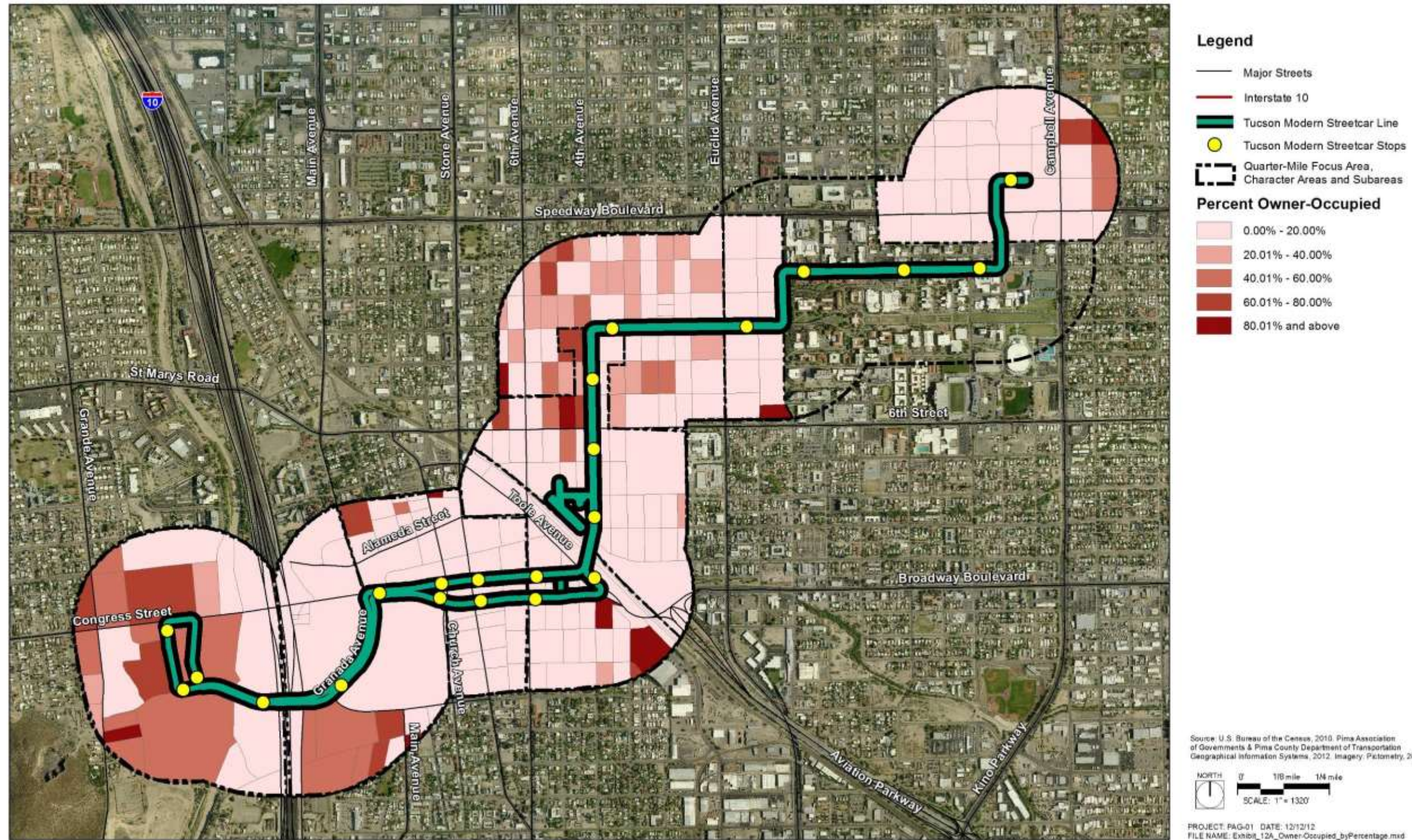


Exhibit 13: Renter-Occupied Properties within the ¼ Mile Focus Area

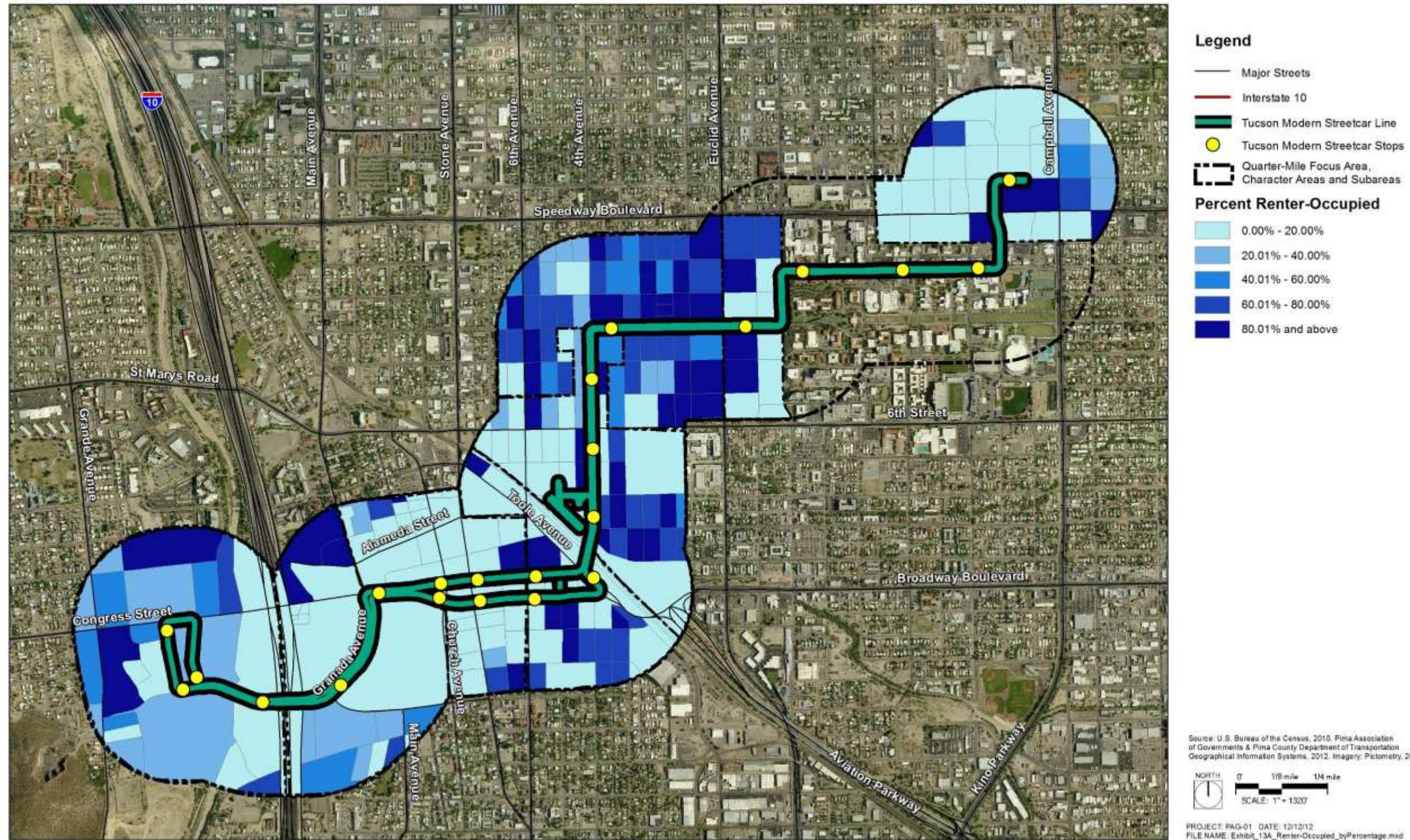


Exhibit 14: Median Monthly Owner Costs (Housing Units with a Mortgage) within the ¼ Mile Focus Area

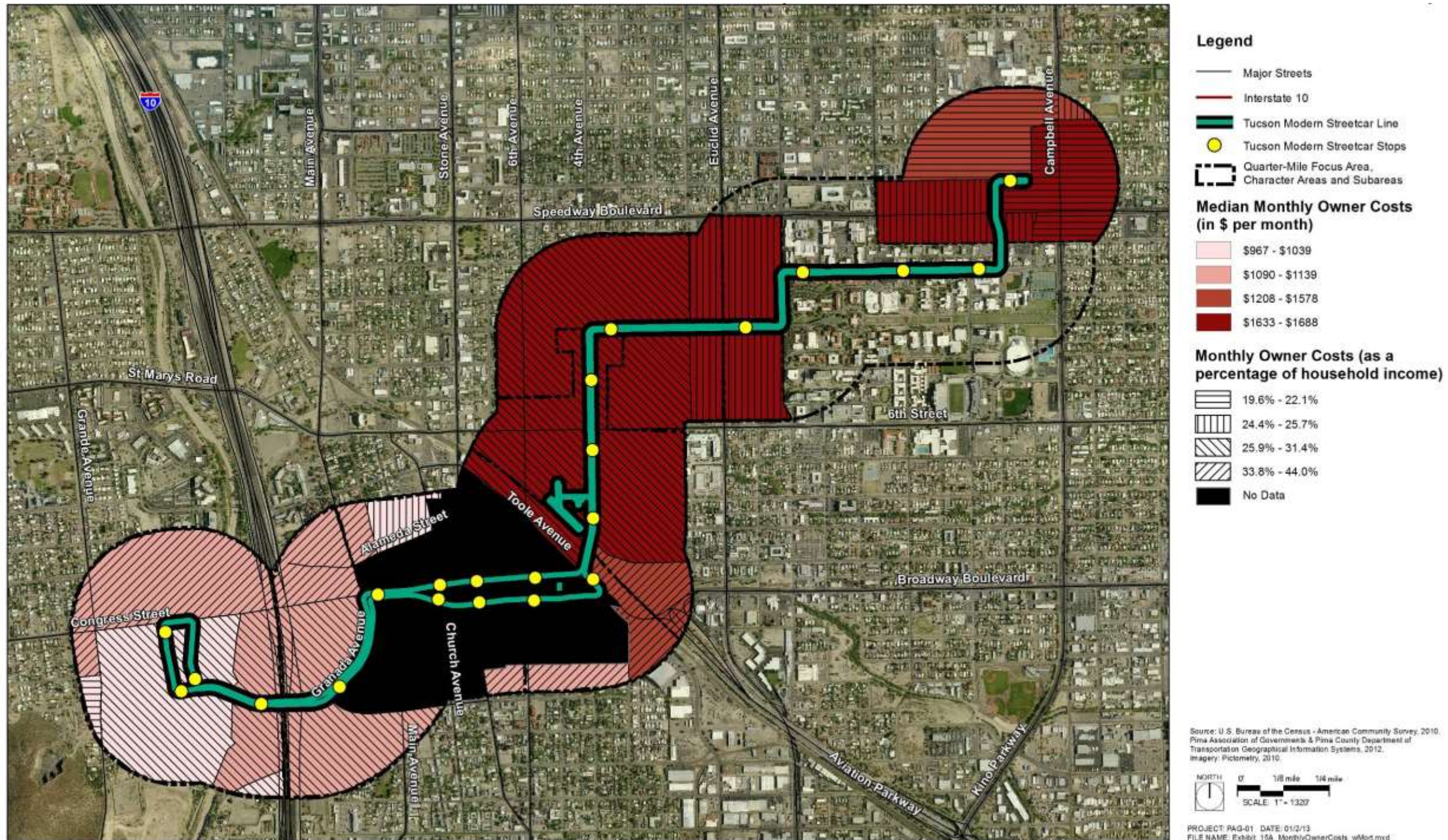


Exhibit 15: Median Monthly Owner Costs (Housing Units without a Mortgage) within the ¼ Mile Focus Area

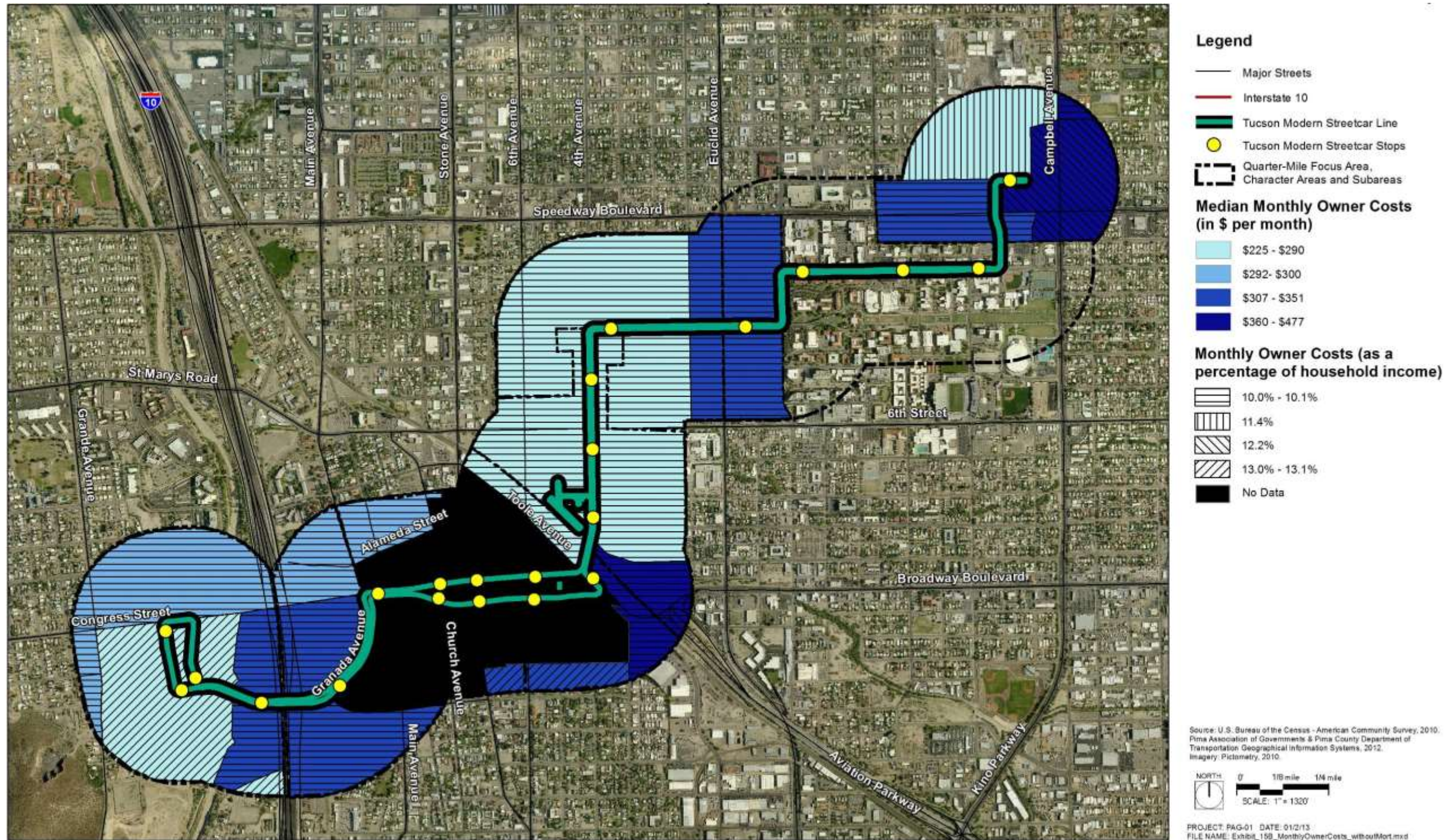
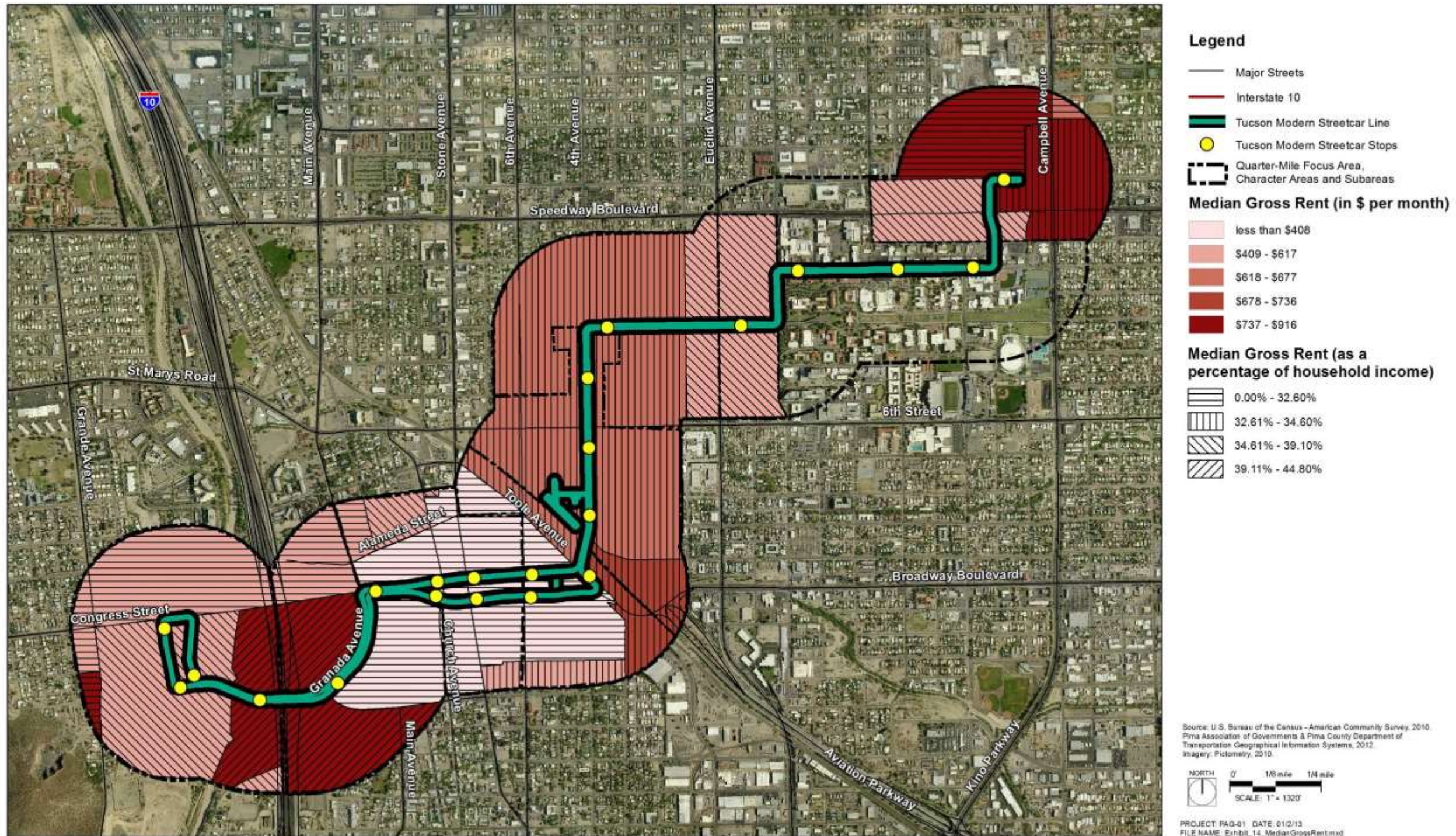


Exhibit 16: Median Gross Rent by Census Tract within the ¼ Mile Focus Area



Changing Demographics

Higher-density developments and Transit Oriented Development (TOD) are increasingly gaining acceptance and favor around the United States. The proportion of “traditional” two-parent households with children, which has driven preferences for sprawling single-family homes in the past, is shrinking. About 30 years ago, these families made up 40 percent of American households, while they comprised only 24 percent of the households in 2004.¹⁰ The single parent, empty nester, couple with no children, and single-person households, who make up the majority of households, have different real estate needs.

The National Personal Transportation Survey suggests that these households are more interested in a “24/7 lifestyle, cultural richness and diversity of walkable neighborhoods,” which higher-density and mixed-use districts can provide.¹¹ TOD residences tend to be smaller and easier to maintain than single-family homes and are usually closer to employment centers, restaurants, entertainment, and shopping that create a vibrant urban environment.

Higher-density development and TOD promote a more sustainable community where more walkable neighborhoods result in less automobile trips. According to the Institute of Traffic Engineers, condominium and apartment dwellers average between 5.6 and 6.3 auto trips per day compared to 10 per day for low-density communities.¹² Placing housing near transit also encourages people to get out of their cars and use public transportation, reducing pollution and congestion. Residents located within a half mile from transit are five times more likely to use public transit than those living farther away.

The Center for Transit Oriented Development reports that households living in a transit zone, described as a household within a half mile or less of a transit stop, own on average 0.9 cars compared to an average of 1.6 cars in the metro region as a whole.¹³ Using public transit and owning fewer cars can increase disposable income by saving on transportation costs. Other benefits include the preservation of other land uses such as historic neighborhoods, parks, and open space. By concentrating growth were appropriate along the Tucson Modern Streetcar, land and infrastructure are used more efficiently and there is less need to expand costly services such as utility lines, police and fire services.

Quality higher-density developments and TOD provide more balanced housing options that keep the community’s economy thriving. According to Price Waterhouse Coopers, “access to a large and diverse labor pool is the most important factor in making corporate relocation decisions.” Higher-density projects provide housing choices for all income groups and different age groups because they tend to be more affordable than single-family homes and provide amenities that young and older demographics are seeking. Providing more affordable housing and transportation options for households in all stages of

¹⁰ *Hidden in Plain Sight: Capturing the Demand of Housing Near Transit*. Washington, D.C., Center for Transit Oriented Development, September 2004 (page 13)

¹¹ Ibid.

¹² Haughey, Richard M. *Higher Density Development: Myth and Fact*. Washington, D.C.: The Urban Land Institute (Page 17)

¹³ *Hidden in Plain Sight: Capturing the Demand of Housing Near Transit*. Washington, D.C., Center for Transit Oriented Development, September 2004 (page 29)

life promotes a balanced and diverse labor force, which can make a community more desirable for investment and corporate location.

Demographics along the Tucson Modern Streetcar

Population by Character Area

This section provides 1990, 2000 and 2010 population by character area for the Tucson Modern Streetcar corridor based on U.S. Bureau of the Census decennial counts. Demographic tables showing population distribution by sex and age for each respective character area are also provided within this section.

Methodology

The following U.S. Census data was acquired as shape files from Pima Association of Governments (PAG):

- 1990 population, population by age and sex, household, and income data by block group
- 2000 population and population by age and sex by blocks
- 2000 aggregate household income data by block group
- 2010 population and population by age and sex by blocks
- 2010 aggregate household income data by block group, taken from the American Community Survey (ACS) 5-year estimates

The block and block-group data contained in the shape files above did not automatically align with the boundaries of each individual Character Area. In other words, the census values included areas outside of each Character Area and were thus inaccurate without adjustments. As part of these adjustments, a geoprocessing “Union” was performed using the ArcMap software to allow the census data attributes to be assigned to the attribute table of the Character Areas. Once this was complete, the new square footage of each of the blocks or block-groups that fell within each of the Character Areas was computed. The next step was to export each attribute table for further calculation using Microsoft Excel.

In Excel, unneeded attribute columns were eliminated and a multiplier factor was determined for each Census value at both the block and block-group levels. The multiplier was determined by dividing the newly calculated areas of the blocks and block-groups within each Character Area by the original block and block-group areas determined by the U.S. Bureau of the Census. The area multipliers were then applied to each census value for population, population by age and sex, household data, and income data.

Aggregate household income data was divided by the total number of households within each Character Area in order to calculate average household income.

Population Counts by Character Area

Table 7 shows population counts by character area.

Table 7

Population Counts by Character Area
1990, 2000 and 2010

Character Area	1990	2000	2010
Eastern Terminus	1244	840	989
Main Gate	458	133	1792
Central Segment			
• University Boulevard (West of Euclid Ave)	1506	2068	2070
• Fourth Avenue Business District	783	559	469
Downtown Entertainment District			
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	489	620	551
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	318	168	144
Downtown Cultural/Convention District (Granada from Congress to Interstate 10)	466	371	393
Western Terminus (West of Interstate 10)	870	928	860
Totals Tucson Streetcar Corridor	6134	5687	7268

Source: US Bureau of the Census American Community Survey
Population Counts 1990, 2000 and 2010

Table 7 shows 1990, 2000 and 2010 population based on Bureau of the Census population counts. Decennial census shows overall population trends. Within the Eastern terminus, the population decreased from 1990 to 2000, showing an increase by 2010. While the population decreased substantially in the Main Gate character area from 1990 to 2000, by 2010, it showed a dramatic increase, adding 1659 people. Within the Central Segment, a steady increase in population is observed in the University Boulevard subarea, while a steady decrease is noted on the Fourth Avenue Business District as its residential areas convert to businesses.

Within the Downtown Entertainment District character area, a steady decrease in population is observed. This pattern has already changed. New housing projects completed after the 2010 census

count combined with projects currently under construction will lead to a dramatic population increase in the next decennial census.

The Downtown Cultural/Convention District showed a decline in population from 1990 to 2000 and an increase from 2000 to 2010 while the Western Terminus showed a population increase from 1990 to 2000, followed with a population decline from 2000 to 2010. New development at El Mercado and the new senior housing located within this area will show an increase of population by 2020.

With the advent of the Tucson Modern Streetcar, it is anticipated that population will increase in most of the character areas by 2020 as mixed-use projects are favored along the corridor. The exception to this trend will be the University Boulevard subarea. Although there is opportunity for mixed-use development at the intersection of University Boulevard and 4th Avenue, due to its historic character and the little opportunities for infill, this subarea will remain mostly unchanged. It is anticipated that population increase within this subarea will be related to changes in housing tenure, increasing the number of renter-occupied units.

Population Counts by Age and Sex Eastern Terminus

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Eastern Terminus character area.

Table 8

Eastern Terminus
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	27	13	40	3
Age 6-11	6	4	10	1
Age 12-14	0	8	8	1
Age 15-19	213	189	402	32
Age 20-29	311	216	527	42
Age 30-39	49	33	82	7
Age 40-49	40	18	58	5
Age 50-59	6	6	12	1
Age 60 +	35	70	105	8
Totals	688	556	1244	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 8 of the total 1,244 persons residing in the Eastern Terminus during 1990, 929 persons, or 74 percent, were between the age groups of 15 and 29.

Table 10

Eastern Terminus
Population Counts by Age and Sex 2000

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	8	6	14	2
Age 6-11	3	8	11	1
Age 12-14	1	1	2	0
Age 15-19	69	93	162	19
Age 20-29	253	251	504	60
Age 30-39	37	23	60	7
Age 40-49	16	12	28	3
Age 50-59	11	17	28	3
Age 60 +	10	22	32	5
Totals	408	432	840	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 10 of the total 840 persons residing in the Eastern Terminus during 2000, 666 persons, or 79 percent, were between the age groups of 15 and 29.

Table 11

Eastern Terminus
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	9	6	15	2
Age 6-11	1	2	3	0
Age 12-14	2	3	5	0
Age 15-19	137	130	267	28
Age 20-29	275	319	594	60
Age 30-39	27	20	47	5
Age 40-49	6	9	15	1
Age 50-59	8	12	20	2
Age 60 +	7	16	23	2
Totals	472	517	989	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 11 of the total 989 persons residing in the Eastern Terminus during 2010, 861 persons, or 88 percent, were between the age groups of 15 and 29.

The majority of the population residing in this character area during the 1990, 2000 and 2010 were high school and college age students. The current trend will continue within this character area. As the University of Arizona College of Medicine expands, this cohort is anticipated to increase.

Population Counts by Age and Sex Main Gate

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Main Gate character area.

Table 12

Main Gate
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	5	0	5	1
Age 6-11	0	2	2	0
Age 12-14	0	3	3	1
Age 15-19	89	43	132	29
Age 20-29	135	99	234	51
Age 30-39	26	19	45	10
Age 40-49	12	3	15	3
Age 50-59	2	13	15	3
Age 60 +	2	5	7	2
Totals	272	186	458	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 12 of the total 458 persons residing in the Main Gate Character area during 1990, 366 persons, or 80 percent, were between the age groups of 15 and 29.

Table 13

Main Gate
Population Counts by Age and Sex 2000

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	2	2	4	3
Age 6-11	0	0	0	0
Age 12-14	0	0	0	0
Age 15-19	11	6	17	13
Age 20-29	46	25	71	53
Age 30-39	7	9	16	13
Age 40-49	5	2	7	5
Age 50-59	9	3	12	9
Age 60 +	1	4	5	4
Totals	83	51	133	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 13, of the total 133 persons residing in the Main Gate character area during 2000, 71 persons, or 53 percent, were between the age group 20-29; a total of 17 persons, or 13 percent, were in the age group 15-19; and a total of 16, or 13 percent were in the age group 30-29.

Of the total 133 persons living within Main Gate in 2000, a total of 104, or 79 percent were between the ages of 15 and 39. The majority of the population living in this character area during the year 2000 was in the high school, college, or young professional age category.

Table 14

Main Gate
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	0	0	0	0
Age 6-11	0	0	0	0
Age 12-14	0	0	0	0
Age 15-19	493	793	1286	72
Age 20-29	241	190	431	24
Age 30-39	29	25	54	3
Age 40-49	6	3	9	1
Age 50-59	3	2	5	0
Age 60 +	3	3	6	0
Totals	775	1017	1792	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 14, of the total 1792 persons residing in the Main Gate character area during 2010, 1717 persons, or 96 percent, were between the age groups of 15 and 29. The majority of the population residing in this character area during the 1990, 2000 and 2010 were high school and college age students. The current trend will continue within this character area. As the University of Arizona expands, this cohort is anticipated to increase.

Population Counts by Age and Sex Central Segment: University Boulevard

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the University Boulevard subarea located within the Central Segment of the Tucson Modern Streetcar.

Table 15

University Boulevard (Central Segment)
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	35	35	70	5
Age 6-11	16	16	32	2
Age 12-14	1	2	3	0
Age 15-19	122	90	212	14
Age 20-29	384	327	711	47
Age 30-39	141	78	219	15
Age 40-49	30	42	72	5
Age 50-59	32	40	72	5
Age 60 +	44	72	116	8
Totals	805	701	1506	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 15 of the total 1,506 persons residing in the University Boulevard character area during 1990, 711 persons, or 47 percent, were between the age group 20-29; a total of 219 persons, or 15 percent, were in the age group 30-39; and a total of 212, or 14 percent, were in the age group 30-29.

Of the total 1,506 persons living within University Boulevard in 2000, a total of 1,142, or 76 percent were between the ages of 15 and 39. The majority of the population living in this character area during the year 1990 was in the high school, college, or young professional age category.

Table 16

University Boulevard (Central Segment)
Population Counts by Age and Sex 2000

Population Category			Total Population	Percents of Total
Age	Male	Female		
Age 0-5	30	33	63	3
Age 6-11	30	27	57	3
Age 12-14	10	15	25	1
Age 15-19	120	106	226	11
Age 20-29	557	426	983	48
Age 30-39	170	131	301	15
Age 40-49	109	90	199	10
Age 50-59	52	58	110	5
Age 60 +	46	57	103	4
Totals	1125	944	2068	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 16 of the total 2,068 persons residing in the University Boulevard character area during 2000, 983 persons, or 48 percent, were between the age group 20-29; and a total of 301 persons, or 15 percent, were in the age group 30-39.

Of the total 2,068 persons living within the University Boulevard character area in 2000, a total of 1,284, or 63 percent were between the ages of 20 and 39. The majority of the population living in this character area during the year 2000 was in the college or young professional age categories.

Table 17

University Boulevard (Central Segment)
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	32	16	48	2
Age 6-11	18	19	37	2
Age 12-14	9	11	20	1
Age 15-19	98	106	204	10
Age 20-29	566	507	1073	52
Age 30-39	135	93	228	11
Age 40-49	100	98	198	10
Age 50-59	78	56	134	6
Age 60 +	62	66	128	6
Totals	1100	970	2070	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 17 of the total 2,070 persons residing in the University Boulevard character area during 2010, 1,073 persons, or 52 percent, were between the age group 20-29. The majority of the population living in this character area during the year 2010 was in the college age category.

It is anticipated that The District, a student housing project built within this character area, will increase the 20-29 age group within this character area by 2020 and beyond.

*Population Counts by Age and Sex Central Segment:
Fourth Avenue Business District*

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Fourth Avenue Business District subarea located within the Central Segment of the Tucson Modern Streetcar.

Table 18

Fourth Avenue Business District (Central Segment)
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	33	47	80	10
Age 6-11	25	14	39	5
Age 12-14	8	2	10	1
Age 15-19	10	27	37	5
Age 20-29	150	139	289	37
Age 30-39	95	70	165	21
Age 40-49	40	32	72	9
Age 50-59	26	19	45	6
Age 60 +	19	28	47	6
Totals	406	376	783	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 18, of the total 783 persons residing in the Fourth Avenue Business District character area during 1990, 289 persons, or 37 percent, were in the age group 20-29; and a total of 165 persons, or 21 percent, were in the age group 30-39.

Of the total 783 persons living within the Fourth Avenue Business District in 1990, a total of 454, or 58 percent were between the ages of 20 and 39. The majority of the population living in this character area during the year 1990 was in the college or young professional age category.

Table 19

Fourth Avenue Business District (Central Segment)
Population Counts by Age and Sex 2000

Population Category			Total Population	Percents of Total
Age	Male	Female		
Age 0-5	6	12	18	3
Age 6-11	6	3	9	2
Age 12-14	4	2	6	1
Age 15-19	15	8	23	4
Age 20-29	137	94	231	41
Age 30-39	60	35	95	17
Age 40-49	39	22	61	11
Age 50-59	31	18	49	9
Age 60 +	41	25	66	12
Totals	339	220	559	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 19, of the total 559 persons residing in the Fourth Avenue Business District character area during 2000, 231 persons, or 41 percent, were in the age group 20-29; a total of 95 persons, or 17 percent, were in the age group 30-39; a total of 66 persons, or 12 percent, were in the 60 plus age group; and a total of 61 persons, or 11 percent, were in the 40-49 age group.

Of the total 559 persons living within the Fourth Avenue Business District in 2000, a total of 326, or 58 percent were between the ages of 20 and 39. The majority of the population living in this character area during the year 2000 was in the college or young professional age category.

Table 20

Fourth Avenue Business District (Central Segment)
Population Counts by Age and Sex 2010

Population Category			Total Population	Percents of Total
Age	Male	Female		
Age 0-5	3	4	7	2
Age 6-11	6	4	10	2
Age 12-14	2	1	3	1
Age 15-19	14	14	28	6
Age 20-29	92	98	190	41
Age 30-39	52	37	89	19
Age 40-49	36	16	52	11
Age 50-59	30	23	53	11
Age 60 +	17	20	37	8
Totals	250	219	469	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 20, of the total 469 persons residing in the Fourth Avenue Business District character area during 2010, 190 persons, or 41 percent, were in the age group 20-29; a total of 89 persons, or 19 percent, were in the age group 30-39; a total of 53 persons, or 11 percent, were in the 50-59 age group; and a total of 52 persons, or 11 percent, were in the 40-49 age group.

Of the total 469 persons living within the Fourth Avenue Business District in 2010, a total of 279, or 60 percent were between the ages of 20 and 39. The majority of the population living in this character area during the year 2010 was in the college or young professional age category.

*Population Counts by Age and Sex Downtown Entertainment District:
4th Avenue Activity Center*

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the 4th Avenue Activity Center subarea located within the Downtown Entertainment District character area of the Tucson Modern Streetcar.

Table 21

Congress and 4th Avenue Activity Center
(Downtown Entertainment District)
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	10	14	24	5
Age 6-11	10	13	23	5
Age 12-14	2	0	2	0
Age 15-19	4	13	17	3
Age 20-29	39	45	84	17
Age 30-39	51	49	100	20
Age 40-49	43	14	57	12
Age 50-59	28	3	31	6
Age 60 +	80	72	152	31
Totals	267	222	489	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 21, of the total 489 persons residing in the 4th Avenue Activity Center subarea during 1990, 152 persons, or 31 percent, were in the age group 60+; a total of 100 persons, or 20 percent, were in the age group 30-39; a total of 84 persons, or 17 percent, were in the 20-29 age group.

In 1999, the largest population cohort within this area is the 60+ group. The Martin Luther King and Catalina House subsidized housing buildings are located within this area.

Table 22

Congress and 4th Avenue Activity Center
(Downtown Entertainment District)
Population Counts by Age and Sex 2000

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	7	5	12	2
Age 6-11	2	8	10	2
Age 12-14	2	2	4	1
Age 15-19	10	10	20	3
Age 20-29	65	59	124	20
Age 30-39	57	32	89	14
Age 40-49	62	31	93	15
Age 50-59	28	31	59	10
Age 60 +	124	87	211	33
Totals	356	264	620	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 22 of the total 620 persons residing in the 4th Avenue Activity Center subarea during 2000, 211 persons, or 33 percent, were in the age group 60+; a total of 120 persons, or 20 percent, were in the age group 20-29; a total of 93 persons, or 15 percent, were in the age group 40-49; and a total of 89 persons, or 14 percent were in the age group 30-39.

In 2000, the total population in this area increased by 131 persons since 1990. The largest population cohort within this area in 2000 was the 60+ age group. There was an increase in the number of persons within the 20-29, the 30-39, the 40-49, the 50-59, and the 60+ age groups from 1990. The Martin Luther King and Catalina House subsidized housing buildings are located within this area.

Table 23

Congress and 4th Avenue Activity Center
(Downtown Entertainment District)
Population Counts by Age and Sex 2010

Population Category			Total Population	Percents of Total
Age	Male	Female		
Age 0-5	5	7	12	2
Age 6-11	6	6	12	2
Age 12-14	0	2	2	0
Age 15-19	7	4	11	2
Age 20-29	88	64	152	28
Age 30-39	61	40	101	18
Age 40-49	30	20	50	9
Age 50-59	31	17	48	9
Age 60 +	81	82	163	30
Totals	309	242	551	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 23, of the total 551 persons residing in the 4th Avenue Activity Center subarea during 2010, 163 persons, or 30 percent, were in the age group 60+; a total of 152 persons, or 28 percent, were in the age group 20-29; and a total of 101 persons, or 18 percent, were in the age group 30-39.

In 2010, the total population in this area decreased by 69 persons since 2000. The largest population cohort within this area in 2010 was the 60+ age group immediately followed by the 20-29 age group. There was an increase in the number of persons within the 20-29 and the 30-39 age groups. The 40-49, the 50-59, and the 60+ age groups decreased since 2000. The Martin Luther King and Catalina House subsidized housing buildings are located within this area.

One North at 5th, a new market rate residential multifamily building is located within this area. The 20-29 age group is anticipated to experience a significant increase with several student housing multifamily buildings currently either under construction or in planning and design stages.

*Population Counts by Age and Sex Downtown Entertainment District:
Downtown Central Business District*

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Downtown Central Business District (Congress Street from 6th Avenue to Granada Avenue) subarea located within the Downtown Entertainment District character area of the Tucson Modern Streetcar.

Table 24

Downtown Central Business District
(Downtown Entertainment District)
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	3	11	14	4
Age 6-11	6	4	10	3
Age 12-14	4	2	6	2
Age 15-19	13	11	24	7
Age 20-29	43	24	67	21
Age 30-39	32	24	56	18
Age 40-49	22	8	30	9
Age 50-59	9	3	12	4
Age 60 +	41	58	99	31
Totals	174	144	318	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 24, of the total 318 persons residing in the Downtown Central Business District subarea during 1990, 99 persons, or 31 percent, were in the age group 60+; a total of 67 persons, or 21 percent, were in the age group 20-29; a total of 56 persons, or 18 percent, were in the 30-39 age group.

In 1990, the largest population cohort within this area was the 60+ group.

Portions of the Armory Park and El Presidio historic neighborhoods as well as the Armory Park Apartments subsidized senior housing building are located within this area.

Table 25

Downtown Central Business District
(Downtown Entertainment District)
Population Counts by Age and Sex 2000

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	1	1	2	1
Age 6-11	0	3	3	2
Age 12-14	1	0	1	0
Age 15-19	4	2	6	4
Age 20-29	17	18	35	21
Age 30-39	19	9	28	17
Age 40-49	19	8	27	16
Age 50-59	19	9	28	17
Age 60 +	20	18	38	22
Totals	99	69	168	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 25, of the total 168 persons residing in the Downtown Central Business District subarea during 2000, 38 persons, or 22 percent, were in the age group 60+; a total of 35 persons, or 21 percent, were in the age group 20-29; a total of 28 persons, or 17 percent, were in the 30-39 age group and a total of 28 persons, or 17 percent, were in the age group.

The largest population cohort within this area was the 60+ group followed by the 20-29 age group. Overall, there was a decrease in population across all the age groups since 1990. The population decreased by 150 persons, almost half of the area population by 2000.

Portions of the Armory Park and El Presidio historic neighborhoods as well as the Armory Park Apartments subsidized senior housing building are located within this area.

Table 26

Downtown Central Business District
(Downtown Entertainment District)
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	1	1	2	1
Age 6-11	0	3	3	2
Age 12-14	1	0	1	0
Age 15-19	4	2	6	4
Age 20-29	17	18	35	21
Age 30-39	19	9	28	17
Age 40-49	19	8	27	16
Age 50-59	19	9	28	17
Age 60 +	20	18	38	22
Totals	99	69	168	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 26, of the total 168 persons residing in the Downtown Central Business District subarea during 2000, 38 persons, or 22 percent, were in the age group 60+; a total of 35 persons, or 21 percent, were in the age group 20-29; a total of 28 persons, or 17 percent, were in the 30-39 age group and a total of 28 persons, or 17 percent, were in the age group 50-59.

The largest population cohort within this area was the 60+ group followed by the 20-29 age group. Overall, there was a decrease in population across all the age groups since 1990. The population decreased by 150 persons, almost half of the area population, by 2000.

Portions of the Armory Park and El Presidio historic neighborhoods as well as the Armory Park Apartments subsidized senior housing building are located within this area.

Table 27

Downtown Central Business District
(Downtown Entertainment District)
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	1	1	2	1
Age 6-11	1	0	1	1
Age 12-14	1	0	1	1
Age 15-19	2	2	4	3
Age 20-29	17	12	29	20
Age 30-39	13	6	19	13
Age 40-49	18	11	29	20
Age 50-59	19	11	30	21
Age 60 +	14	13	27	19
Totals	86	58	144	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 27, of the total 144 persons residing in the Downtown Central Business District subarea during 2010, 30 persons, or 21 percent, were in the age group 50-59; a total of 29 persons, or 20 percent, were in the age group 40-49; a total of 29 persons, or 20 percent, were in the 20-29 age group and a total of 27 persons, or 19 percent, were in the 60+ age group.

The largest population cohort within this area was the 50-59 age group followed by the 20-29 and the 40-49 age groups. The 30-39, 40-49 and the 50-59 age groups experienced a slight population increase while the 20-29 and 60+ age groups experienced a slight decrease in population since the year 2000. Overall population decreased by 24 persons by 2000.

Portions of the Armory Park and El Presidio historic neighborhoods as well as the Armory Park Apartments subsidized senior housing building are located within this area. The Armory Park Apartments subsidized senior housing was purchased in 2008 by Peach Properties and Williams and Dame Development, Portland, Oregon and converted into market rate rentals, with new street-level commercial space added. It is anticipated that The Herbert (formerly the Armory Park Apartments) will attract population to this area.

Population Counts by Age and Sex Downtown Cultural/Convention Center

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Downtown Cultural/Convention Center character area of the Tucson Modern Streetcar extending from Granada Avenue to Interstate 10.

Table 28

Downtown Cultural/Convention Center Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	16	12	28	6
Age 6-11	23	17	40	9
Age 12-14	10	9	19	4
Age 15-19	13	12	25	5
Age 20-29	52	53	105	22
Age 30-39	42	35	77	16
Age 40-49	35	28	63	13
Age 50-59	8	13	21	5
Age 60 +	33	55	88	19
Totals	231	235	466	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 28, of the total 466 persons residing in the Downtown Cultural/Convention Center during 1990, 105 persons, or 22 percent, were in the age group 20-29; a total of 88 persons, or 19 percent, were in the age group 60+; a total of 77 persons, or 16 percent, were in the 30-39 age group; and a total of 63 people, or 13 percent, were in the 40-49 age group.

In 1990, the largest population cohort within this area was the 20-29 age group followed by the 60+, the 30-39 and the 40-49 age groups.

Portions of El Presidio and Barrio Viejo historic neighborhoods are located in this character area.

Table 29

Downtown Cultural/Convention Center
Population Counts by Age and Sex 2000

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	5	9	14	4
Age 6-11	5	6	11	3
Age 12-14	2	2	4	1
Age 15-19	6	17	23	6
Age 20-29	64	53	117	31
Age 30-39	28	26	54	15
Age 40-49	29	23	52	14
Age 50-59	32	26	58	16
Age 60 +	17	20	37	10
Totals	188	183	371	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 29, of the total 371 persons residing in the Downtown Cultural/Convention Center during 2000, 117 persons, or 31 percent, were in the age group 20-29; a total of 58 persons, or 16 percent, were in the age group 50-59; a total of 54 persons, or 15 percent, were in the 30-39 age group; and a total of 52 people, or 14 percent, were in the 40-49 age group.

In 2000, the largest population cohort within this area was the 20-29 age group followed by the 50-59, the 30-39 and the 40-49 age groups. There was a 95-person decrease in population from 1990 to 2000. While the 20-29 age and the 50-59 age groups experienced a slight increase, the remaining cohorts experienced a decrease in population.

Portions of El Presidio and Barrio Viejo historic neighborhoods are located in this character area.

Table 30

Downtown Cultural/Convention Center
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	6	7	13	3
Age 6-11	9	9	18	5
Age 12-14	6	2	8	2
Age 15-19	6	9	15	4
Age 20-29	61	37	98	25
Age 30-39	23	30	53	13
Age 40-49	25	29	54	14
Age 50-59	26	30	56	14
Age 60 +	38	40	78	20
Totals	201	192	393	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 30, of the total 393 persons residing in the Downtown Cultural/Convention Center during 2010, 98 persons, or 25 percent, were in the age group 20-29; a total of 78 persons, or 20 percent, were in the age group 60+; a total of 56 persons, or 14 percent, were in the 50-59 age group; a total of 54 persons, or 14 percent, were in the 40-49 age group; and a total of 53 persons, or 13 percent, were in the 30-39 age group.

In 2010, the largest population cohort within this area was the 20-29 age group followed by the 60+, the 50-59, the 40-49 and the 30-39 age groups. There was a 22-person increase in population from 2000 to 2010. While the 20-29 age and the 60+ age groups doubled their population, the remaining cohorts experienced either a very slight increase or decrease in population.

Portions of El Presidio and Barrio Viejo historic neighborhoods are located in this character area.

Population Counts by Age and Sex Western Terminus

The following tables show population counts for 1990, 2000 and 2010 by age and sex for the Western Terminus character area of the Tucson Modern Streetcar located west of Interstate 10.

Table 31

Western Terminus
Population Counts by Age and Sex 1990

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	28	30	58	7
Age 6-11	41	31	72	8
Age 12-14	16	13	29	3
Age 15-19	30	21	51	6
Age 20-29	139	111	250	29
Age 30-39	79	59	138	16
Age 40-49	51	35	86	10
Age 50-59	23	24	47	5
Age 60 +	62	76	138	16
Totals	469	401	870	100

*Source: US Bureau of the Census American Community Survey
Population Counts 1990*

As shown in Table 31, of the total 870 persons residing in the Western Terminus Character Area during 1990, 250 persons, or 29 percent, were in the age group 20-29; a total of 138 persons, or 16 percent, were in the age group 60+; and a total of 183 persons, or 16 percent, were in the 30-39 age group.

In 1990, the largest population cohort within this area was the 20-29 age group followed by the 60+, and the 30-39 age groups.

This character area is the origins site or Tucson's Birthplace. Portions of the Menlo Park and the Barrio Kroeger historic neighborhoods are located in this character area.

Table 32

Western Terminus
Population Counts by Age and Sex 2000

Population Category			Total Population	Percents of Total
Age	Male	Female		
Age 0-5	47	44	91	10
Age 6-11	46	46	92	10
Age 12-14	18	16	34	4
Age 15-19	28	35	63	7
Age 20-29	99	98	197	21
Age 30-39	65	67	132	14
Age 40-49	60	53	113	12
Age 50-59	29	48	77	8
Age 60 +	54	75	129	14
Totals	446	482	928	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2000*

As shown in Table 32, of the total 928 persons residing in the Western Terminus during 2000, 197 persons, or 21 percent, were in the age group 20-29; a total of 132 persons, or 14 percent, were in the age group 30-39; a total of 129 persons, or 14 percent, were in the 60+ age group; and a total of 113 persons, or 12 percent, were in the 40-49 age group.

In 2000, the largest population cohort within this area was the 20-29 age group followed by the 30-39, the 60+ and the 40-49 age groups. There was a 58-person increase in population from 1990 to 2000. While the 0-5, 6-11, 12-14, 15-19, 40-49 and 60+ age groups experienced an increase in population, the remaining cohorts experienced a decrease in population.

This character area is the origins site or Tucson's Birthplace. Portions of the Menlo Park and the Barrio Kroeger historic neighborhoods are located in this character area.

Table 33

Western Terminus
Population Counts by Age and Sex 2010

Population Category			Total Population	Percent of Total
Age	Male	Female		
Age 0-5	22	37	59	7
Age 6-11	24	27	51	6
Age 12-14	16	15	31	4
Age 15-19	30	28	58	7
Age 20-29	62	83	145	17
Age 30-39	52	56	108	13
Age 40-49	60	51	111	13
Age 50-59	66	54	120	14
Age 60 +	74	104	178	21
Totals	405	455	860	100

*Source: US Bureau of the Census American Community Survey
Population Counts 2010*

As shown in Table 33, of the total 860 persons residing in the Western Terminus during 2010, 178 persons, or 21 percent, were in the age group 60+; a total of 145 persons, or 17 percent, were in the age group 20-29; a total of 120 persons, or 14 percent, were in the 50-59 age group; a total of 111 persons, or 13 percent, were in the 40-49 age group; and a total of 108, or 13 percent, were in the 30-39 age group.

In 2010, the largest population cohort within this area was the 60+ age group followed by the 20-29, the 50-59, the 40-49, and the 30-39 age groups. There was a 68-person decrease in population from 2000 to 2010. While the 50-59 and 60+ age groups experienced an increase in population, the remaining cohorts experienced a decrease in population.

This character area is the origins site or Tucson's Birthplace. Portions of the Menlo Park and the Barrio Kroeger historic neighborhoods are located in this character area. El Mercado District market rate housing and the New Armory, the new Senior Housing at 795 West Congress with 143- affordable units for seniors are also located within this character area.

Household Characteristics by Character Area

This section provides 1990, 2000 and 2010 household characteristics by character area, including number of housing units, households, owner-occupied units, renter-occupied units and vacant units.

Table 34

Housing Units, Households, Household Size, Owner-occupied Units,
Renter-occupied Units and Vacant Units By Character Area 1990

Character Area	Total Housing Units	Number of Households	Owner-Occupied Units	Renter-Occupied Units	Vacant Units
Eastern Terminus	373	302	96	245	32
Main Gate	204	186	11	172	21
Central Segment					
• University Boulevard (West of Euclid Ave)	812	689	173	574	65
• Fourth Avenue Business District	473	369	95	336	42
Downtown Entertainment District					
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	398	344	31	311	56
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	240	184	20	195	25
Downtown Cultural/Convention District (Granada from Congress to Interstate 10)	283	223	62	181	40
Western Terminus (West of Interstate 10)	388	328	93	241	54
Totals Tucson Streetcar Corridor	3171	2625	581	2255	335

Source: US Bureau of the Census American Community Survey Population Counts 1990

In 1990, of the total 373 housing units in the Eastern Terminus, a total of 245 units, or 65.7 percent, were renter occupied and 96 units, or 25 percent, were owner-occupied; of the total 204 housing units in Main Gate, a total of 172 units, or 84 percent, were renter-occupied and 11 units, or 5.3 percent, were owner-occupied; of the total 1,285 units in the Central Segment, a total of 910 units, or 70.8 percent were renter-occupied, and 268 unit, or 20.9 were owner-occupied; of the total 638 units in the Downtown Entertainment District, a total of 506 units, or 79.3 percent, were renter-occupied and 51 units, or 8 percent, were owner-occupied; of the total 283 units in the Downtown Cultural/Convention District, a total of 181 units, or 64 percent, were renter-occupied and 62 units, or 22 percent, were owner-occupied; of the total 388 units in the Western Terminus, a total of 241 units, or 62.1 percent were renter-occupied, and a total of 93 units, or 23.9 percent were owner-occupied.

Table 35

Housing Units, Households, Owner-occupied Units, Renter-occupied Units
and Vacant Units by Character Area 2000

Character Area	Total Housing Units	Number of Households	Owner-Occupied Units	Renter-Occupied Units	Vacant Units
Eastern Terminus	310	281	42	239	29
Main Gate	79	75	3	72	4
Central Segment					
• University Boulevard (West of Euclid Ave)	1139	1075	203	871	65
• Fourth Avenue Business District	364	338	66	273	25
Downtown Entertainment District					
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	455	414	22	392	41
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	113	101	21	81	11
Downtown Cultural/Convention District (Granada from Congress to I 10)	224	211	46	164	14
Western Terminus (West of Interstate 10)	446	361	128	233	85
Totals Tucson Streetcar Corridor	3130	2856	531	2325	274

Source: US Bureau of the Census American Community Survey Population Counts 2000

In 2000, of the total 310 housing units in the Eastern Terminus, a total of 239 units, or 77.1 percent, were renter-occupied and 42 units, or 13.5 percent, were owner-occupied; of the total 79 housing units in Main Gate, a total of 72 units, or 91.1 percent, were renter-occupied and 3 units, or 3.8 percent, were owner-occupied; of the total 1,503 units in the Central Segment, a total of 1,144 units, or 76.1 percent were renter-occupied, and 269 units, or 17.9 percent, were owner-occupied; of the total 568 units in the Downtown Entertainment District, a total of 473 units, or 83.3 percent, were renter-occupied and 43 units, or 9.1 percent, were owner-occupied; of the total 224 units in the Downtown Cultural/Convention District, a total of 164 units, or 73.2 percent, were renter-occupied and 46 units, or 20.5 percent, were owner-occupied; of the total 446 units in the Western Terminus, a total of 233 units, or 52.24 percent, were renter-occupied, and a total of 128 units, or 28.7 percent were owner-occupied.

Table 36

Housing Units, Households, Household Size, Owner-occupied Units, Renter-occupied
Units and Vacant Units by Character Area 2010

Character Area	Total Housing Units	Number of Households	Owner- Occupied Units	Renter- Occupied Units	Vacant Units
Eastern Terminus	250	231	30	201	19
Main Gate	51	47	3	44	4
Central Segment					
• University Boulevard (West of Euclid Ave)	1148	1073	211	863	74
• Fourth Avenue Business District	333	290	46	245	42
Downtown Entertainment District					
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	459	401	31	369	59
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	93	80	18	62	13
Downtown Cultural/Convention District (Granada from Congress to Interstate 10)	229	212	46	166	17
Western Terminus (West of Interstate 10)	448	402	119	284	45
Totals Tucson Streetcar Corridor	3011	2736	504	2234	273

Source: US Bureau of the Census American Community Survey Population Counts 2010

In 2010, of the total 250 housing units in the Eastern Terminus, a total of 201 units, or 80.4 percent, were renter-occupied and 30 units, or 12 percent, were owner-occupied; of the total 51 housing units in Main Gate, a total of 44 units, or 86.3 percent, were renter-occupied and 3 units, or 5.9 percent, were owner-occupied; of the total 1481 units in the Central Segment, a total of 1108 units, or 74.8 percent were renter-occupied, and 257 units, or 17.3 percent, were owner-occupied; of the total 552 units in the Downtown Entertainment District, a total of 431 units, or 78.1 percent, were renter-occupied and 49 units, or 8.9 percent, were owner-occupied; of the total 229 units in the Downtown Cultural/Convention District, a total of 166 units, or 72.4 percent, were renter-occupied and 46 units, or 20.1 percent, were owner-occupied; of the total 448 units in the Western Terminus, a total of 284 units, or 63.4 percent, were renter-occupied, and a total of 119 units, or 26.5 percent were owner-occupied.

Table 37

Percent Owner-occupied Units and Renter-occupied Units
by Character Area 1990, 2000 and 2010

Character Area	1990		2000		2010	
	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Owner-Occupied (Percent)	Renter-Occupied (Percent)	Owner-Occupied (Percent)	Renter-Occupied (Percent)
Eastern Terminus	25%	66%	13%	77%	12%	80%
Main Gate	5%	84%	4%	91%	6%	86%
Central Segment						
• University Boulevard (West of Euclid Ave)	21%	71%	18%	76%	18%	75%
• Fourth Avenue Business District	20%	71%	18%	75%	14%	73%
Downtown Entertainment District						
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	8%	78%	5%	86%	7%	80%
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	8%	81%	19%	72%	19%	67%
Downtown Cultural/Convention District (Granada from Congress to Interstate 10)	22%	64%	20%	73%	20%	72%
Western Terminus (West of Interstate 10)	23%	62%	29%	52%	26%	63%
Totals Tucson Streetcar Corridor	18%	71%	17%	74%	17%	74%

Source: US Bureau of the Census American Community Survey Population Counts 1990, 2000 and 2010

Note: Percentages are rounded to the nearest number.

As provided on Table 37, within the 30-year period 1990-2010, most housing units within the ¼ Mile Focus Area were renter-occupied. Renter-occupied units encompassed an average of 73 percent of the existing housing stock during 1990-2010. Owner-occupied encompassed an average of 17 percent of the existing housing stock during the same period. The general trend in the corridor reflects a decrease in the number of owner-occupied and an increase in the number of renter-occupied units. This trend will continue along the corridor given newly completed student and senior housing projects such as The District, and MLK, and several student housing projects currently under construction, which are further described in the Opportunities for Transit Oriented Development chapter of this document.

Housing Affordability

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as “housing for which the occupants(s) is/are paying no more than 30% of his or her income for gross housing costs, including utilities. A livable wage in Arizona is \$50,000 per year or \$24 per hour. The following table shows affordability by source and income based on HUD’s affordable housing definition.

Table 38

Housing Affordability by Source and Income

Source	Income	30% of Monthly Income
Poverty	\$11,139	\$279
Minimum Wage	\$15,288	\$383
Social Security	\$27,192	\$680
Correctional Officer	\$38,930	\$974
Teacher	\$46,952	\$1174
Nurse/RN	\$55,637	\$1391
Software Engineer	\$86,856	\$2172
Doctor	\$144,289	\$3607

Source: US Department of Housing and Urban Development, 2010

The Annual Average Income by Character Area for the Tucson Streetcar Corridor ¼ Mile Focus Area is provided in the following table. In 2010, the lowest annual average income within the corridor was \$20,716 (or a housing cost of \$517 per month based on 30% of the monthly income) and the highest was \$68,351 (or a housing cost of \$1,708 per month based on 30% of the monthly income).

As provided in previous chapters, the Median Monthly Owner Costs for housing units with a mortgage ranges from \$967 to \$1,688 per month and the Median Monthly Owner Cost for housing units without a mortgage ranges from \$225 to \$477 within the ¼ Mile Focus Area of the streetcar. These serve as indicators that currently, housing is affordable within the ¼ Mile Focus Area.

Annual Average Income by Character Area

This section provides 1990, 2000 and 2010 annual average income by character area.

Table 39

Annual Average Income by Character Area
1990, 2000 and 2010

Character Area	1990	2000	2010
Eastern Terminus	36888	56243	54796
Main Gate	30245	60788	68351
Central Segment			
• University Boulevard (West of Euclid Ave)	30496	27270	20716
• Fourth Avenue Business District	32309	45042	54574
Downtown Entertainment District			
• Congress and 4 th Avenue Activity Center to South 6 th Avenue	16852	23320	21650
• Downtown Central Business District (Congress Street from 6 th Avenue to Granada Avenue)	25378	42208	47317
Downtown Cultural/Convention District (Granada from Congress to I 10)	37651	46089	39800
Western Terminus (West of Interstate 10)	38927	34927	34596

Source: US Bureau of the Census Annual Average Income 1990, 2000 and 2010

Multimodal Transportation and Connectivity

Exhibit 17 shows existing multimodal transportation serving the Tucson Modern Streetcar study area. These include the following modal choices:

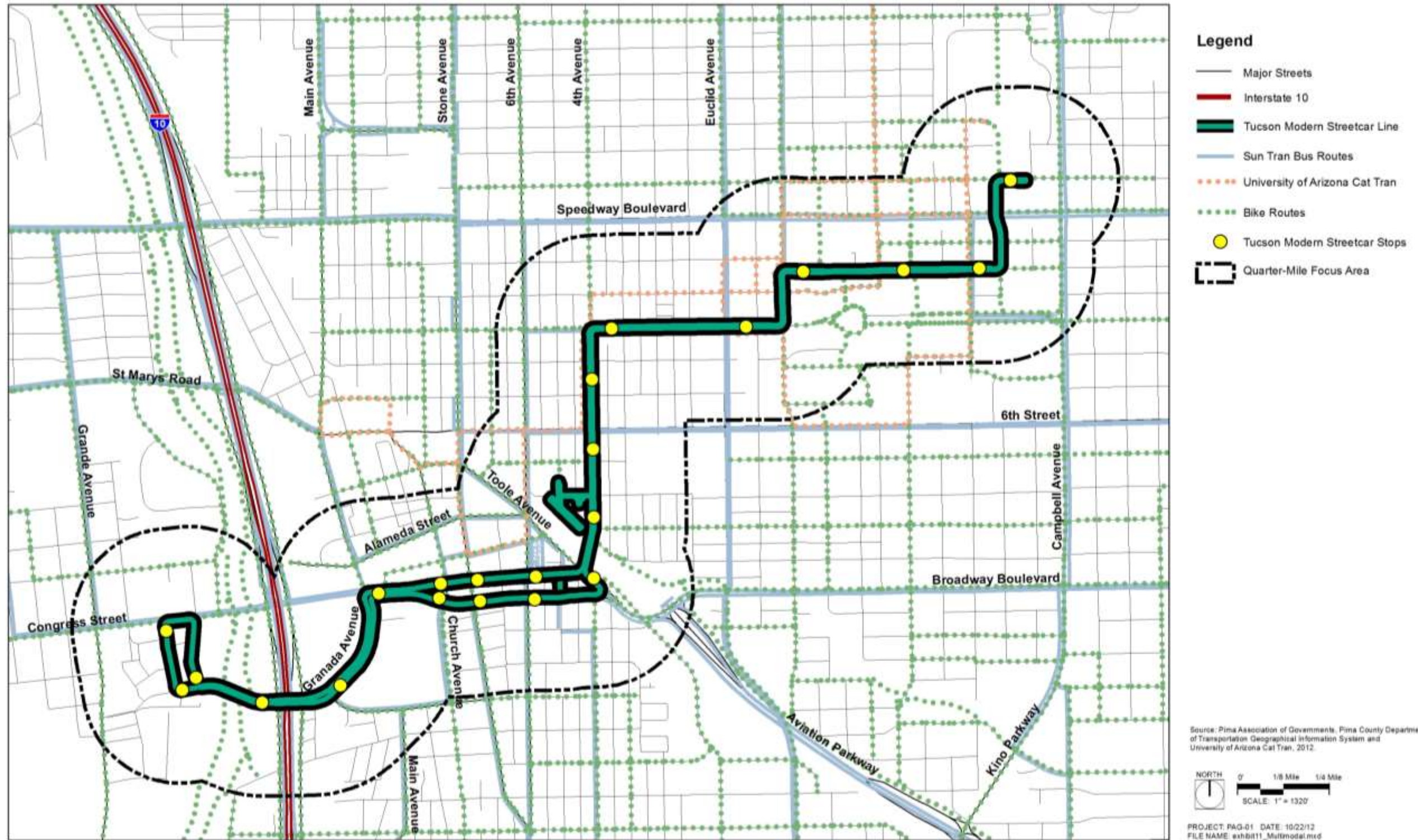
- Major Streets and Routes and Local Streets (Highway 10, major streets, and local streets)
- The Tucson Modern Streetcar line
- Sun Tran Bus Routes
- University of Arizona Cat Tran
- Bicycle Routes

Although Exhibit 17 does not show sidewalks, an inventory of sidewalks was conducted as part of this SLUP. For the most part sidewalks and pedestrian-oriented routes exist throughout the different character areas in a wide diversity of widths. Many sidewalks show signs of deterioration, and in some of the areas, there is a lack of continuity and connectivity among pedestrian modal choices. The specific needs of each character area are addressed in the Streetcar Infrastructure chapter of this SLUP.

A more detailed streetscape infrastructure study is currently underway. This study will address the specific streetscape infrastructure needs and provide design criteria and unifying themes for each character area necessary to appropriately define the public realm along the streetcar corridor.

Modal choice and connectivity are addressed within each character area diagnostic report section.

Exhibit 17: Multimodal Transportation and Connectivity

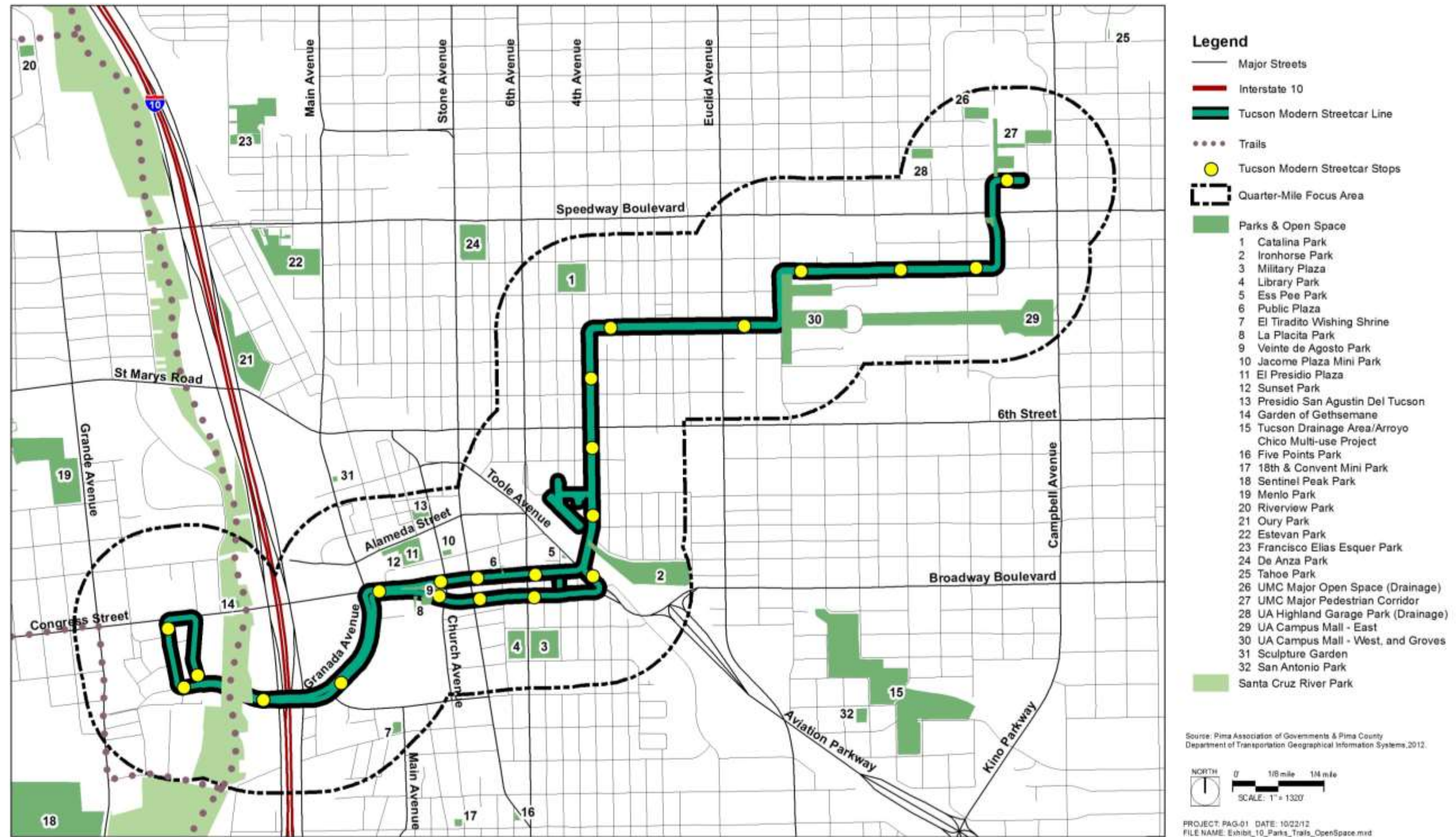


Parks and Trail System Connectivity

Exhibit 18 shows existing parks and trails within the study area. Character area parks and trail system connectivity are discussed in the respective Diagnostic Reports.

The most significant recreation/open space areas within the ¼ Mile Focus Area are the Santa Cruz River, the Santa Cruz River Park and the land surrounding it. Located within Heritage Gateway (Western Terminus), this recreation/open space area consists of approximately 38.5 acres and includes the Santa Cruz River Trail also known as the Anza Trail, which is part of a National Trail system following the historic route taken by Juan Bautista de Anza on his trek to establish the modern-day city of San Francisco, California.

Exhibit 18: Park and Trail System Connectivity



Opportunities for Transit Oriented Development

Station Area Market Analysis (Eastern Segment)

In 2007, under the direction of the Tucson Mayor and Council, the *Tucson Modern Streetcar Station Area Market Analysis* was completed by Economic & Planning Systems, Inc. The purpose of this study was to conduct market research and conceptual development programming for the Tucson Streetcar Corridor. The study responded to existing and future market economic conditions, identified the best areas for promoting transit-oriented development (TOD) throughout the Corridor, and explored development opportunities for four specific station areas.

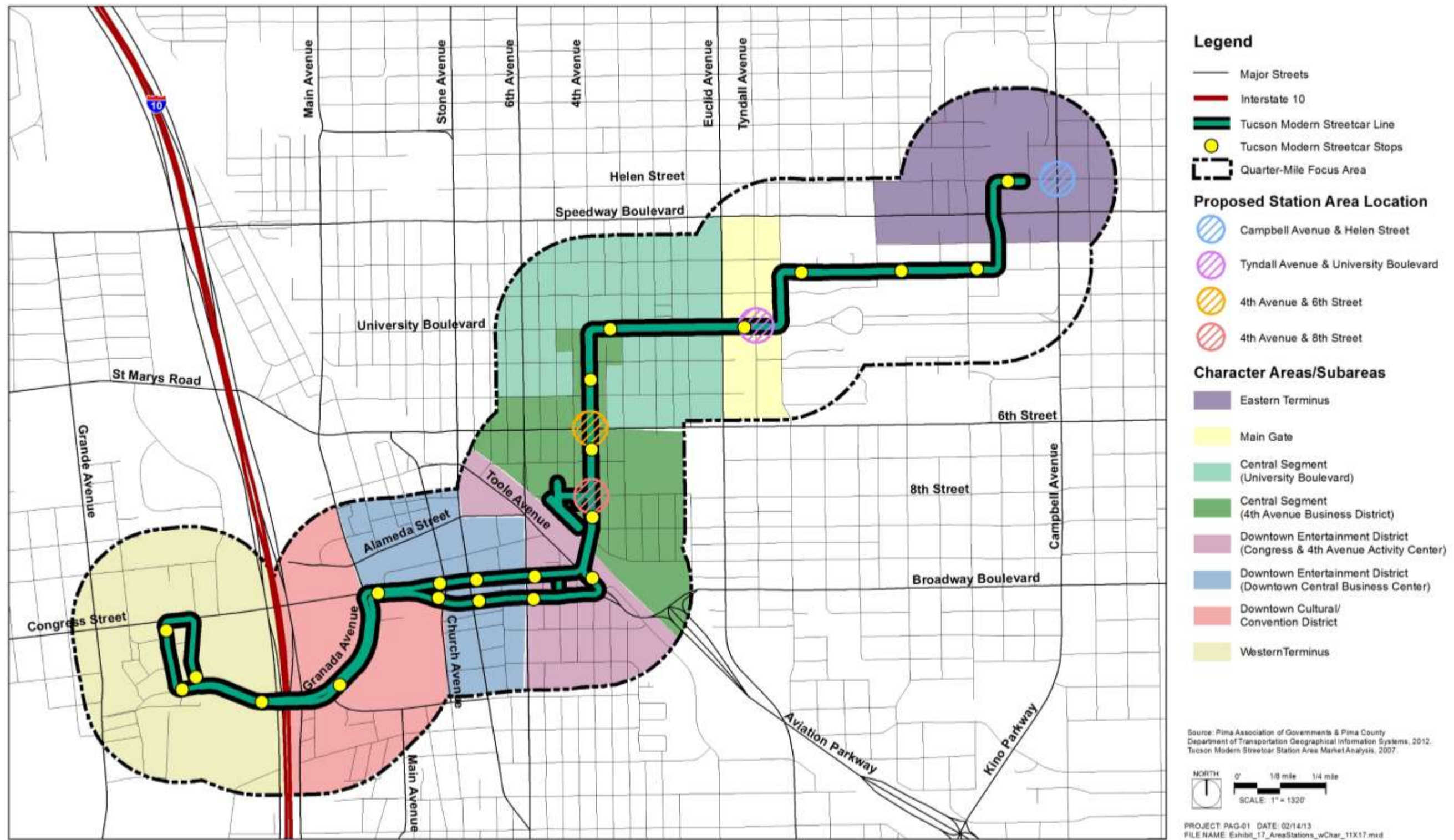
The *Tucson Modern Streetcar Station Area Market Analysis* focuses on connecting the two major employment centers, the Downtown and the University of Arizona. The Streetcar system is a “starter line.” It can be expanded in the future to serve new corridors. To capitalize on this new transit service, the City is promoting transit-oriented development (TOD) throughout the Streetcar Corridor in those areas where TOD is appropriate.

The market study was conducted prior to the recession and therefore may not be fully representative of current trends. The complete study is available under separate cover. A summary of the study is provided in this section.

As shown in Exhibit 18, the Modern Tucson Streetcar will have 22 stations or stops along its initial 3.9-mile length. Recent planning efforts of the City of Tucson place an emphasis on infill and redevelopment in the Rio Nuevo and Downtown areas through which the western end of the Tucson Modern Streetcar line passes. These efforts provided an initial framework for development, which will benefit the Streetcar project. Therefore, the efforts of the *Transient-Oriented Development (TOD) Work Program* developed for the City of Tucson Modern Streetcar Project focus specifically on the stations along 4th avenue and around the University of Arizona, along the eastern end of the Streetcar. The market analysis helped identify the types of development best suited for the specific station area given current and expected future market and economic conditions. The station areas proposed in the market analysis are shown on *Exhibit 19: Market Analysis Station Area Locations* and include:

- 4th Avenue/8th Street
- 4th Avenue/mid-block between 7th and 6th Streets
- University Boulevard/Tyndall Avenue (Main Gate)
- Helen Street/Campbell Avenue (eastern terminus)

Exhibit 19: Market Analysis Station Area Locations



4th Avenue Station Areas

There are two stations planned along 4th Avenue: One at 6th Street and another at 8th Street. Based on the close proximity and similar characteristics of these stations, they are treated as one station area in the market analysis.

The 4th Avenue stations are located in the center of the 4th Avenue commercial district that extends from 9th Street to University Boulevard. Located between Downtown and the University of Arizona, the 4th Avenue District offers over 100 shops, restaurants, and bars. The commercial district has a unique character with funky boutiques and a number of restaurants and bars creating a vibrant nightlife. This character area is a popular destination for the entire Tucson region – it has been voted “best urban experience” in regional publications – and serves Downtown employees and local residents as well as being heavily oriented towards University of Arizona students and faculty.

The 4th Avenue Business District character area is primarily comprised of relatively low-scale buildings, typically not more than one or two stories in height. Most buildings directly on 4th Avenue are single-use retail or commercial buildings, including some that have multiple tenants. While this character area is best known for its boutiques, restaurants and bars contribute to its vibrancy. Other existing uses include existing churches and light industrial businesses.

The 4th Avenue commercial district is also the home of the Fourth Avenue Street Fair, which takes place twice a year, once in the spring and once in the winter. The Street Fair is free to the public and consists of over 400 arts and crafts booths, food vendors, and entertainment. The Street Fair draws crowds of 200,000 to 350,000 and is ranked as one of the top visual arts fairs in the country.

The commercial district is surrounded by a number of neighborhoods. These include the historic Iron Horse neighborhood to the East and the West University neighborhood to the North. These neighborhoods offer a mix of single-family and multi-family housing, plus other uses including Tucson High Magnet School, a magnet school of technological studies and performing arts, and a locally-serving commercial corridor on 9th Street perpendicular to 4th Avenue.

To the west of 4th Avenue are a number of blocks occupied by light industrial, wholesale/retail, and some office properties. This triangular area tucked between 4th Avenue and the Union Pacific Rail Road, is active but considered underutilized, and represents a strong opportunity for redevelopment for more urban uses. Plans for loft-style housing are already in place for some properties in this area. Property ownership patterns in this western area also suggest potential for redevelopment, as numerous contiguous parcels have been assembled and controlled by single entities, offering opportunities for projects of adequate scale to enable redevelopment of properties that are currently generating positive revenues.

City staff has identified a number of sites in the 4th Avenue station area that are either vacant or underutilized, creating opportunities for redevelopment. There are 34 identified opportunity sites, for a total of 644,300 square feet, or roughly 15 acres. These sites include a number of surface parking lots, as well as vacant parcels.

Downtown Links, a design project started in 2005 by the Tucson Department of Transportation as part of the voter-approved long-range Regional Transportation Authority (RTA) plan, is located within the 4th Avenue Business District character area. Downtown Links provides links between Barraza-Aviation Parkway and Interstate 10, Broadway Boulevard and the 4th Avenue district, Downtown and the neighborhoods to the north. The project consists of a four-lane roadway that parallels the north side of the Union Pacific Railroad tracks, enhances the pedestrian and bicycle access, and the connection of Barraza-Aviation Parkways to 22nd Street and Interstate 10. The goal of this project is to create a Downtown avenue that is pedestrian-friendly, while providing opportunities for traffic to bypass Downtown. Once completed, Downtown Links is expected to increase accessibility to the 4th Avenue Business District character area. This will positively impact development in the 4th Avenue area as well as the Modern Streetcar Corridor.

4th Avenue Station Areas- Residential Development Opportunities: According to the market analysis, the 4th Avenue station area is well positioned to support additional residential development. 4th Avenue offers a number of shopping, entertainment and dining options desired by those looking for a more urban lifestyle. Located between two major employment centers, Downtown and the University of Arizona, the Modern Streetcar can increase the desirability of the 4th Avenue area through enhanced accessibility of these locations for work and/or entertainment. The benefits of accessibility are further increased as the revitalization of Downtown continues and the University of Arizona and Main Gate Square expand.

Residential demand in the station area could easily be greater than the supply possible in the opportunity sites. Assuming that all the 4th Avenue opportunity sites (15 total acres) were developed for multifamily or mixed-use residential uses at an average of 35 dwelling units per acre, the result would be roughly 520 additional residential units, or just over half of the demand by 2020. This average density could be achieved with a mix of townhomes (roughly 20 units per acre), three- to four-story apartments or condominiums (roughly 35 units per acre), and mid-rise residential of six to seven stories (roughly 60 units per acre).

Given the relatively higher rents and close proximity to the University of Arizona, a high portion of the 520 residential units should be multifamily units. In 2000, about 81 percent of occupied housing units within a half-mile radius of the station were renter occupied. The same trend is observed in 2010 within the ¼ Mile Focus Area of the Corridor.

In spite of the reluctance to construct higher-density developments, there is indication that the market may be moving toward higher densities in the future. Out of town developers have expressed interest in developing higher-density, mixed-use project in the 4th Avenue area, which indicates market support for these types of developments. In addition, commercial brokers have expressed that the areas around the university are the best locations in the City for mixed-use development.

4th Avenue Station Areas-Office Development Opportunities: With the largest projected employment growth of all the station areas in the market study and an advantageous location between Downtown and the University of Arizona, the 4th Avenue station area is well-situated for office development. However, with few existing office properties, it appears that the current supply is not enough to meet the projected demand. According to the market study, assuming that each additional employee will

require approximately 275 square feet of office space, the market can support an additional 550,000 square feet of office space by 2020.

This supportable amount of office in the station areas can be enhanced with the courthouse complex currently under construction on the site bounded by Stone Avenue, Toole Avenue, and Alameda Street. The courthouse complex will have 10 levels, including a sublevel for arrival and departure of defendants, as well as secure parking for judges and selected staff. The proximity of the courthouse complex has the potential to increase the demand for legal offices, or other complementary office uses, in the 4th Avenue station area at walking distance.

4th Avenue Station Areas-Mixed-Use Development Opportunities: While many of the properties in the 4th Avenue station areas are single-story buildings, there is opportunity for denser, mixed-use developments that include office space off of 4th Avenue. The tenants will likely include smaller professional offices, much like those that currently exist in the area. Larger multi-story office developments are not well-suited for this area, based on available land constraints and the area's proximity to Downtown, which currently has larger multi-story office developments that are not performing very well.

4th Avenue Station Areas-Hotel and Hospitality Development Opportunities: The tourism and hospitality industry is an important aspect of Tucson's economy. The industry is projected to experience the fastest growth over the next 20 years. Tucson is a favorite travel destination, providing world-renowned spas, resorts and golf courses, as well as natural and cultural attractions, such as State Parks and museums.

The 4th Avenue area provides a more urban experience for visitors to Tucson. There is a number of entertaining, dining and shopping options within a relatively small, pedestrian-friendly area. In addition to the attractions in the 4th Avenue Business District character area, there are entertainment and dining options in nearby Downtown. South of the 4th Avenue Business District character area and within the Downtown Entertainment District (Congress and 4th Avenue Activity Center) character area, the historic Congress Hotel and Rialto Theater offer nightlife, entertainment, hospitality and dining. In addition, 4th Avenue is easily accessible to Downtown businesses and government offices, the Tucson Convention Center, and the University of Arizona, which drive much of the region's non-leisure travel. With the introduction of the Streetcar, this accessibility will be further enhanced, making the 4th Avenue station area a vibrant and convenient hotel location.

Currently, there are no hotel properties within the 4th Avenue station area. The nearest hotels are located in Downtown and close to the University of Arizona. According to the market analysis, the strong regional hotel market indicates that there is opportunity for hotel development in the 4th Avenue station area. The hotel development could capture visitors to Downtown, the University of Arizona, and the broader Tucson area. The modern streetcar will improve this area's accessibility, making it more attractive to visitors. However, there is no direct proven hotel success in this station area, and the availability of land and required congruence with the surrounding residential neighborhoods constrain development opportunities.

The market analysis projects that a smaller scale hotel with 80 to 100 rooms would be most appropriate, given the availability of land and the scale of the surrounding neighborhoods. Hotel development of this scale will represent roughly 1 percent of the number of rooms expected in the Tucson region through 2020 – a conservative figure. Based on current room rates at the nearby Congress Hotel and the region's average room rate, these rooms in the 4th Avenue area are likely to achieve rates of roughly \$95 per night.

4th Avenue Station Areas-Retail Development Opportunities: The 4th Avenue commercial district is well established, with its own character that sets it apart from other commercial areas in Tucson. However, within the greater 4th Avenue station areas there are various clusters of retail. These retail clusters are:

- **Neighborhood Serving Cluster:** Located along 9th Street, between 4th Avenue and Euclid Avenue, this cluster is neighborhood-serving and includes food markets and Laundromats. An *Ace Hardware* is located in the northwest corner of 9th Street and Euclid Avenue.
- **Student-oriented Cluster:** Businesses along 4th Avenue consist mainly of student-oriented shops, entertainment and restaurants and include: The Other Side (vintage clothing); Majestic Tattoo; Bison Witches Bar and Deli; Magpies Gourmet Pizza; and Plush.
- **Industrial Cluster:** West of 4th Avenue many of the businesses are industrial or have an industrial component in addition to retail. These include: Benjamin Plumbing Supply and WGW Woodworking, a maker of custom doors and furniture.

Residents expressed the desire for a grocery store in the area both in the market study and during the SLUP design charrette. The additional households projected by 2020 will further increase the desire for a new grocery store in the area. There are a few smaller-scale food markets within the area. These include the Food Conspiracy Cooperative on 4th Avenue and New Empire Food Market on 9th Street. The nearest grocery store is Safeway Food & Drug on Broadway Boulevard and Campbell Avenue, which is approximately two miles away.

A typical grocery store, such as Safeway requires 50,000 square feet. A specialty crockery store, such as Whole Foods, is typically 20,000 square feet. In addition to the building size, a grocery store requires at least 4 parking spaces per 1000 square feet of leasable space, with each space requiring an average of 325 square feet of land. As such, a typical grocery store in the station area would require approximately 115,000 square feet of land (over 2.6 acres). A specialty grocery store would require roughly 46,000 square feet of land (just over one acre). These space estimates can be reduced through alternative parking solutions, such as reduction in required parking, underground parking, or shared use of parking garage.

The market analysis concludes that it does not appear that there is sufficient demand to support a grocery store, given a grocery store's typical square footage requirements.

As a regional known shopping destination, 4th Avenue presents a unique marketing advantage for new retail development. However, retail properties yield comparatively low retail lease rates and there has been limited recent retail development. This is partly because of the older properties in the area, the lack of centralized management, and the absence of centralized parking.

Numerous urban plans have overstated the amount of retail space supportable in specific areas, only to find upon implementation that much of the space remains vacant or underutilized. The market study provides and conservatively estimates the amount of retail that could be supported based on projections of new population, employment, and hotel visitor growth within the half-mile area around the 4th Avenue stations.

These projections yield support for about 24,000 square feet of retail beyond what already exists in the 4th Avenue area. Adding in support from growing populations in other station areas, this square footage may be doubled to roughly 48,000 square feet of space. By planning for a relatively small increase to existing supply, the station area plans can help to ensure that the new retail space and the existing retail spaces in 4th Avenue and other nearby streets is in demand.

4th Avenue Station Areas-Parking Development Opportunities: Sufficient parking is a concern expressed by surrounding neighborhood residents and business owners in the 4th Avenue Business District character area, both in the market study and as part of the SLUP design charrette. Business owners are concerned that insufficient parking will deter potential customers from visiting the shopping district, thus decreasing revenues. Neighborhood residents expressed the concern that new development without additional parking for customers will further exacerbate what they believe to be a shortage in parking that then overflows into their residential streets.

The current parking supply consists of street parking and surface parking lots located on 4th Avenue at 9th Street, 7th Street, 6th Street, and 5th Street. A new parking structure is planned that could potentially accommodate some of the 4th Avenue parking needs. The parking structure will be a 2-story structure with 165 spaces on the Tucson High School campus. The parking structure is intended for high school faculty and staff use during the daytime, with the possibility of shared use with 4th Avenue at night and on weekends.

While the provision of adequate parking is a valid concern, it may be addressed so as to not present a substantial obstacle to new development. First, the Tucson Modern Streetcar is expected to ease the burden of automobile trips. The expectation is that more residents of surrounding neighborhoods and visitors to 4th Avenue will travel on the Modern Streetcar, reducing automobile travel and the associated need for parking. Second, shared parking ideas, such as the shared use for the planned parking structure on the Tucson High School campus, may be a creative solution to providing parking areas that differ in times of peak usage. Third, with the Modern Streetcar, visitors will be able to park in an existing parking structure along the Modern Streetcar Corridor, and take the Streetcar to 4th Avenue.

Finally, the existing underutilized parcels on the west of 4th Avenue may present opportunities for a large public parking structure as part of a major redevelopment project. Funding for such parking garage could come from 4th Avenue merchants, parking fees paid by shoppers, public grants or loans, and/or the developers of an intensified mixed-use neighborhood in the area.

University and Tyndall Station Area

The station at University Boulevard and Tyndall Avenue is one block west of the main entrance to the University of Arizona. The station is in the center of Main Gate Square, a shopping district owned by the Marshall Foundation. Main Gate Square consists primarily of restaurants, retail, and some entertainment uses. There are over 20 restaurants, many with outdoor sitting. Retail includes apparel for men and women, specialty stores, and salon services. The shopping district serves mainly university students, faculty and staff, and adjacent neighborhood residents. In addition to the commercial properties of Main Gate Square, the Marriot Tucson University Park is a 250-room hotel located within this station area.

The area north of Main Gate Square consists mainly of relatively low-scale buildings, typically not more than one or two stories in height. Many of these buildings are homes that have been converted to office and are occupied by the University of Arizona. Some of these buildings are contributing historic buildings. Other properties include banks, University buildings, and quick-serve restaurants.

The station area is bordered by a few residential neighborhoods. To the west is the West University Neighborhood and to the south is the Historic Iron Horse Neighborhood. These neighborhoods offer a mix of single-family and multi-family housing. Within the station area, south of Main Gate Square, there are a number of University dormitories, as well as University-owned graduate student apartment complex.

A number of sites in the University and Tyndall station area are either vacant or underutilized, creating opportunities for redevelopment. The market analysis identified 14 opportunity sites, for a total of 396,100 square feet, or roughly 9 acres. Of those sites, there are currently two student housing projects under construction and one planned. These are listed under the student-housing subheading below.

University and Tyndall Station Area – Parking: Consistent with commercial areas, parking is a concern in Main Gate Square for visitors and area residents. As a result, the Marshall Foundation constructed the Tyndall Garage on Tyndall Avenue and 4th Street. The garage has over one thousand spaces and is available for short-term and long-term parking. In addition, there is a surface parking lot at Tyndall Avenue and 1st Street. This is a valet lot that Charges \$3.

University and Tyndall Station Area – Residential Housing: Unlike the other station areas, single-family residential units do not dominate the housing market in the University and Tyndall station area. There is a mix of both single-family and multifamily residential units, which is the result of university student influence. There are a number of student-oriented housing developments in the station area, from the converted Campus Walk condominiums to La Aldea graduate housing apartments. Additional student-housing developments under construction are listed in the next subsection.

The multifamily housing market in the University and Tyndall area is stronger than the market in the broader Tucson area. This is the result of the area's close proximity to the University of Arizona. There is opportunity for additional residential development in the University and Tyndall station area. The local amenities create a more urban style of living.

Main Gate Square provides shopping, dining, and entertainment opportunities, while the University of Arizona and its associated attractions provide educational and cultural opportunities. There will be the added benefit of increased access to jobs through the easy accessibility between the University of Arizona and Downtown provided by the Modern Streetcar.

Students will likely to occupy future residential development in the University and Tyndall station area. This is evident in Sam Hughes Place. The student population in the University and Tyndall station area lends itself to the denser residential development that is ideal for TOD. Commercial brokers believe that the university area is one of the best locations in the City for mixed-use development consisting of residential and retail because of the local amenities (restaurant, culture, retails, etc.) and access to both the University of Arizona and Downtown. The success of Sam Hughes Place shows that mixed-use development can be successful in this station area.

University and Tyndall Station Area – Student Housing: Campus Acquisitions (CA) is under construction with Phase I of two student housing projects adjacent to the University of Arizona. LEVEL will be a 14-story, 176 unit, 586 bed, upscale building, complete with modern amenities including a rooftop pool, outdoor terraces, exercise rooms, study and technology rooms, and on-site management by CA's full service staff. LEVEL broke ground in May 2012 with full occupancy planned for August 2013. CA is also moving forward with Phase 2 on Park Avenue. This project is scheduled to break ground in early 2013 with a Fall 2014 delivery. Campus Acquisitions expects both projects to continue CA's legacy of developing the best located, best furnished, best value, and best managed housing for today's college students. The Hub at Tucson is a planned mixed-use student housing development with retail on the ground floor.

University and Tyndall Station Area – Office: The office properties in the University and Tyndall station area consist predominantly of converted residential houses. The University of Arizona drives the office market in this area. There are also few small professional offices, including financial services. The vacancy rate in the University and Tyndall area is slightly lower than that of the Tucson Metro Area, 9 percent versus 12 percent, respectively. Unless new office developments are constructed or the University vacates the office space it currently occupies, there is not a great deal of property for other office tenants.

Assuming that the University and Tyndall station area maintains its 1 percent of the region's office-based employment, there is potential for an additional 1,000 office-based jobs by 2020. However, the University of Arizona dominance of the office market in the University and Tyndall station area limit office development opportunities. Office expansion will likely be University-driven, as evidenced by the planned Marshall Foundation development on Park Avenue and 2nd Street, which is expected to include a six- to eight-screen movie theater, University classroom and/or University offices.

With the redevelopment of underutilized parcels and the attractive amenities available in this area, there is also potential for office development not driven by the University of Arizona. The lack of vacant office space suggests that the current supply is not enough to meet the projected demand. The market study provides that the area can still support an additional 275,000 square feet of office space by 2020.

University and Tyndall Station Area – Hotel and Hospitality: The tourism and hospitality industry is an important aspect of Tucson’s economy and the industry is projected to experience the fastest growth over the next 20 years. The University and Tyndall area is a destination for visitors to Tucson and the University of Arizona. Main Gate is pedestrian-friendly with plenty of dining and entertainment options. The area is linked to the 4th Avenue Business District, previously by the Old Pueblo Trolley, and now by the Tucson Modern Streetcar.

There is one hotel within the station area, the Marriot Tucson University Park, on the southwest corner of Tyndall Avenue and 2nd Street. This 250-room hotel is very successful, with an average occupancy rate of 85 percent. The Marriot Tucson University Park is one of the few hotels within walking distance of the University of Arizona. Also nearby is the Aloft Tucson University hotel (formerly the Four Points Tucson) on the southeast corner of Campbell Avenue and Speedway Boulevard, and the historic Arizona Inn.

There is a strong hotel market in Tucson, especially close to the University of Arizona. Visitors to the U of A have limited hotel options close to the University campus. The number of sporting events, University attractions, and special events create a strong hotel market in the University and Tyndall station area. However, future hotel development in the station area is constrained by the availability of land. The market study indicates that the parcel for the Arizona Historical Society is large enough to accommodate a development similar in scale to the Marriott Tucson University Park. Some other opportunity sites may be able to accommodate a smaller-scale hotel with 80 to 100 rooms. The Marshall Foundation has indicated that several hoteliers have expressed interest in a hotel development in the area. Marriott is currently planning a second hotel in the station area. This development includes retail, movie theaters and office space.

University and Tyndall Station Area – Retail: The Marshall Foundation-owned Main Gate Square dominates the supply of retail properties in the University and Tyndall station area. Main Gate underwent a very successful five-phase redevelopment effort. Both retailers and restaurants have increased in number since 2003. Businesses in Main Gate Square consist of a combination of national chains, as well as independently owned businesses. Some of the national chains include Urban Outfitters, American Apparel, Dunkin Donuts, Jamba Juice, and CVS.

Since 2003, Main Gate’s 34 percent vacancy rate decreased to its current rate of approximately 8 percent. In 2006, approximately 20,000 additional square feet of retail, restaurant, and entertainment were completed at Park Avenue and University Boulevard, as part of a larger mixed-use building with office space on upper floors.

A survey prepared as part of the market study indicates that properties within the quarter-mile radius (Main Gate Square) command higher lease rates. The same survey finds that lease rates decrease as distance from the station increase. This is a positive indicator of the potential for new retail development in the station area, although optimal sites (located on major streets) are scarce.

Approximately \$2.9 million of additional non-grocery retail sales is expected to be captured in the station area. There is potential for an additional \$4.3 million in non-grocery retail sales by 2020. The University and Tyndall station area population growth can support an additional 14,300 square feet of

non-grocery retail. Employment growth and hotel development result in greater demand for retail goods and services.

University and Tyndall Station Area – Grocery Store: According to the market study, it does not appear that new residential development will generate sufficient demand to support a grocery store, given a grocery store's typical square footage requirements (at least 20,000 square feet for a specialty store, and 50,000 square feet for a standards supermarket).

According to the market study, the Marshall Foundation has discussed the potential development of a Trade Joe's in the station area. The market for a Trader Joe's differs from that of a typical grocery store. Trader Joe's is more flexible in the design of their stores, with a square footage requirement ranging from 8,000 to 15,000 square feet. The parking requirements are 65-shared parking spaces, which may be accommodated in the two parking garages in the area.

The nearest grocery store is roughly 1.5 miles away (Safeway), which suggests that a new Trader Joe's would draw a significant portion of sales away from the existing supermarket. While Trader Joe's will likely draw sales away from Safeway, the portion may not be as large as expected because of the specialized products that are sold at Trade Joe's. As a result, the Trader Joe's may not compete directly with the Safeway, as there are many products at Safeway that are not available at Trader Joe's.

The typical trade area for a Trader Joe's is a 5-mile radius, with a population target of 90,000 in the area. There are approximately 300,000 people within the 5-mile radius of the University and Tyndall station, which is well above Trader Joe's population density requirement. However, three other Trader Joe's stores are within a 5-mile radius of the University and Tyndall station, as well as each other. The nearest Trader Joe's store is located on Campbell and Limberlost Drive, approximately 4 miles away. Assuming that the trade area for the new Trader Joe's is a 2-mile radius (half the distance between the existing store on Campbell and Limberlost), there are approximately 58,000 people in the trade area, which is less than the population requirement of 90,000. A new store in the University and Tyndall area would likely negatively impact the performance of the existing stores, as their trade areas will reduce.

Helen and Campbell Station Area

The Helen Street and Campbell Avenue station area is bordered by residential neighborhoods to the west, north and east, and the University of Arizona to the south. Some of the bordering properties are University-owned and others are privately-owned. Two main roads serve this station area: Speedway Boulevard and Campbell Avenue. Campbell Avenue is a major north-south road, lined with strip malls and commercial development. It is also the eastern entrance to the University of Arizona. Speedway Boulevard is a major east-west road that is lined up with stripped malls, commercial development, and some University-owned buildings.

The Helen Street and Campbell Avenue station area includes the Arizona Health Sciences Center (AHSC) and the University Medical Center (UMC). The University of Arizona owns both facilities. The AHSC includes the College of Medicine, Nursing, Pharmacy, and Public Health. The AHSC campus consists of 48 acres, employs approximately 5,000 people, and has classes for more than 2,000 undergraduate and

500 graduate students. Also on the AHSC campus is the University Medical Center, a private nonprofit hospital affiliated to the U of A. UMC has 355 beds and is the teaching hospital for the Colleges of Medicine, Nursing, and Pharmacy. Established in 1971, UMC is Arizona's only academic medical center.

The station area is bordered by a few residential neighborhoods. To the east is the historic Blenman-Elm and Catalina Vista Neighborhoods and to the west is the North University Neighborhood. These neighborhoods offer a mix of single-family and multifamily housing. The commercial properties in the Helen and Campbell station area are relatively low-scale buildings, typically not more than one or two stories in height. The southwest and northeast corners of Campbell Avenue and Speedway Boulevard are commercial centers comprised mainly of fast food and quick service restaurants. These commercial centers are considered underutilized and present opportunities for redevelopment. Aloft (formerly the Four Points Tucson hotel) is an up-scale hotel located on the southeast corner of Campbell Avenue and Speedway Boulevard. The University of Arizona has long-range plans for the development of the northwest corner. According to the University's Comprehensive Plan 2003, the University plans for a mixed-used development consisting of three buildings for a total of approximately 615,000 gross square feet. The planned uses are currently unknown.

A number of sites in the Helen and Campbell station area are either vacant or underutilized, creating opportunities for redevelopment. There are 18 identified opportunity sites, for a total of 743,900 square feet, or roughly 17 acres. These sites include a number of surface parking lots as well as vacant parcels.

The larger-scale newly redeveloped Aloft hotel and the AHSC buildings in the Helen and Campbell station indicate that denser development is possible in the area. Much of this development is along Campbell and Speedway.

Helen and Campbell Station Area – Residential: The housing in the Helen and Campbell station area and its immediate surroundings are mainly single-family units. The neighborhoods surrounding the station area, Catalina Vista and Blenman-Elm, are relatively wealthy and consist mainly of single-family homes.

The multifamily housing market in the Helen and Campbell area is stronger than the market in the broader Tucson area, which is the result of the area's close proximity to the University of Arizona. The relatively higher rents in the Helen and Campbell area and the regional trend towards more multifamily product types present an opportunity for the development of such multifamily units in the station area.

Access to two major corridors (Campbell Avenue and Speedway Boulevard) and proximity to the University of Arizona, University Medical Center, and Downtown make the Helen and Campbell area a desirable place to live. These benefits will be enhanced with the construction of the Tucson Modern Streetcar, as accessibility between these locations is increased.

The existing larger-scale buildings, the potential to capitalize on the growing student population, and the large number of employees at U of A, AHSC, and UMC can enable the denser, mixed-use development ideal for TOD. According to the market analysis, all of the projected housing demand can be accommodated in the Helen and Campbell area, assuming that all the opportunity sites are developed for multifamily or mixed-use residential uses at an average of 50 dwelling units per acre

(approximately 850 units). However, it is highly unlikely that all available land would be dedicated solely for residential use. As a result, there is sufficient housing demand to support additional residential development.

The University of Arizona, through the long-range planning in the 2003 Comprehensive Campus Plan and property owners has expressed interest in denser, mixed-use development. This indicates market support in the Helen and Campbell area for these types of developments.

The Richard Shenkarow development group has plans to redevelop the site currently occupied by the Palm Shadows Apartments and the U of A Babcock building. The proposed development may include residential, retail and possible office mixed-use development.

University and Tyndall Station Area – Office: According to the market analysis, the office market in the Downtown submarket, which includes the Helen and Campbell station area, is not performing as well as the Tucson Metro Area overall. The vacancy rate in the Downtown submarket is higher and lease rates lower than that of the Tucson Metro Area. New office developments and concentrations of office space are locating on the periphery of the City to be closer to the concentration of newer upscale residential units.

There are few office properties within a quarter-mile radius of the Helen and Campbell station. However, as a complement to the AHSC and UMC, there are a number of medical office buildings along Campbell Avenue, north of Speedway Boulevard. The new Arizona Center's outpatient cancer clinic is located on the corner of Campbell Avenue and Allen Road. As such, there is also a cluster of medical office building in the surrounding areas. In addition to medical office buildings there are offices for professional services, such as financial services and real estate development, as well as some University of Arizona offices along Helen Street.

The office properties along Campbell Avenue are well-occupied. Commercial brokers estimate that the vacancy rate is comparable to that of the Tucson Metro Area, approximately 11 percent. A smaller office size, approximately 2,500 square feet, is in high demand, which is consistent with the smaller size of the medical offices.

The prevalence of office properties surrounding the station area, specifically medical office, and strong lease rates indicate that there is a market for office development. The dominant health services industry and easy accessibility from Campbell Avenue and Speedway Boulevard create a development opportunity. The office development can be a complementary use to the AHSC and UMC (medical office) or for other professional services that require a smaller office size of approximately 2,500 square feet. There is also an opportunity for mixed-use in the station area, as the highly trafficked Speedway and Campbell corridors, coupled with potential travelers on the Tucson Modern Streetcar, creates a consumer base necessary to support the denser development. The lack of vacant office space in the station area suggests that the current supply is not enough to meet the projected demand. Assuming that each additional employee will require approximately 275 square feet of office space, the market can support an additional 275,000 square feet of office space by 2020. Likely, office tenants may include medical office, but also research related facilities to complement the University's medical and nursing schools.

University and Tyndall Station Area – Hotel: The hotels in the Helen and Campbell area and its surrounding areas attract customers visiting the University of Arizona and Downtown, as well as visitors to the University Medical Center. There is one hotel located in the station area, the Aloft hotel, a division of Starwood Hotels & Resorts Worldwide. This mid-priced hotel is intended to change the perception of mid-priced hotels with a more sophisticated design and a lobby that functions as a social hub. The target demographic is the under-36 crowd, specifically young, tech savvy travelers.

The Marriot Tucson University Park hotel is the nearest hotel that competes directly with Aloft. Northeast of the station area, in the Blenman-Elm Neighborhood, is the Historic Arizona Inn. This hotel caters more to leisure travelers looking for service and amenities.

Of the station areas included in the market study, the Helen and Campbell station area has the greatest potential for hotel development. The University of Arizona, the University Medical Center, high visibility location along two major corridors, close proximity to Downtown and businesses along Speedway Boulevard and Campbell Avenue, and availability of land combine to create a well-suited location for future hotel development. The strong performance of the Marriot Tucson University Park located less than a mile away, also indicates the high demand for hotel in the area. The Modern Streetcar strengthens the hotel market in this area, providing increased accessibility to University of Arizona attractions, 4th Avenue Business District, and Downtown. Given the availability of land, a large-scale hotel development similar to the existing Aloft hotel and the Marriot Tucson University Park is possible. The area can support another mid-priced business hotel with roughly 100 to 150 rooms. This presents only 2 percent of the projected increase in hotel rooms for the Tucson area by 2020 (7,350 rooms).

University and Tyndall Station Area – Retail: Both Campbell Avenue and Speedway Boulevard are major corridors with a number of commercial properties. There are commercial centers on the northeast and southwest corners of Campbell and Speedway. The market study has identified these commercial centers as opportunity sites with redevelopment potential. The commercial properties within the station area are older and tend to be student-oriented convenience retail, such as quick service and fast food restaurants. There is nearly 100 percent occupancy among the retail properties. The retail market can be enhanced by additional pedestrian traffic as opposed to student vehicular traffic passing through from one university destination to another. Access to bicycles and the Tucson Modern Streetcar can also enhance opportunities for retail in this station area.

In order to be successful, the retail must be able to attract a consumer base broader than the current student consumer base. This is necessary to compete with Main Gate Square and 4th Avenue, which are established and successful retail districts. The Tucson Modern Streetcar and the planned pedestrian walkway linking the AHSC and UMC with the main University campus can increase the foot traffic in the station area, which can help increase the potential consumer base. The potential for additional pedestrian traffic can also support denser mixed-use development.

Station Area Infill and Redevelopment Potential (Western Segment)

As mentioned in the prior section, the *Tucson Modern Streetcar Station Area Market Analysis* discussed in previous pages addresses development opportunities at the four specific station areas northeast of Downtown (Eastern Segment). As mentioned before, the City of Tucson has placed emphasis on infill and redevelopment in the Rio Nuevo and Downtown areas within the western segment of the Tucson Modern Streetcar. This section focuses on redevelopment and infill development opportunities along the western segment of the Tucson Modern Streetcar, which extends from the western terminus, west of Interstate 10 to the 4th Avenue underpass. This section identifies opportunities for infill, redevelopment and Transit-Oriented Development (TOD) along the Tucson Modern Streetcar western segment.

Opportunities for infill/redevelopment that include TOD development exist in the following Tucson Modern Streetcar Character Areas located within the Western Segment:

- Western Terminus;
- Downtown Cultural Convention District;
- Downtown Entertainment District (Downtown Central Business Center); and
- Downtown Entertainment District (Congress and 4th Avenue Activity Area).

This section highlights infill development and redevelopment opportunities. Task 6: Development of Supplemental Strategies, and Task 7: Implementation Strategies and Action Plan include strategies and implementation mechanisms to support infill development and redevelopment along the western segment.

Western Terminus

Infill and redevelopment opportunities for Western Terminus are carefully analyzed in the Analysis and Recommendations for Western Terminus and Surroundings (Task 4) section of this SLUP.

Downtown Cultural Convention District

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Community Involvement Process

The Tucson Modern Streetcar Land Use and Development Implementation Plan community involvement process included:

- Numerous community presentations for a variety of audiences and interest groups;
- A series of “Getting Smarter” one-on-one meetings, providing opportunities for stakeholders to discuss their organization, groups, neighborhood, or neighborhood association needs with a representative from the Project Team;
- A week-long Tucson Modern Streetcar Land Use and Development Implementation Plan Design Charrette;
- Follow up community meetings

The Design Charrette included:

- The opening reception, presentation of findings and Initial visioning process;
- Opportunities for one-on-one meetings on three consecutive days with one or various members of the Project Team (these meetings included individuals and groups);
- Six (6) strategy meetings one for each character area;
- An open house; and
- A final presentation including vision, guiding principles, design concepts and implementation strategies prepared during the charrette week and based on the input received.

The Design Charrette presentations and comments are available at the City of Tucson website.

Bridging the Past While Building a Sustainable Future: The SLUP Overall Vision

The Tucson Modern Streetcar is a multidimensional corridor. Starting at Tucson's Origins, the Heritage Gateway, it moves towards the University of Arizona, the Innovation Gateway, connecting our past with our future. The modern streetcar travels in space and time from 4000-year-old Tucson's birthplace, through an 18th century mission complex, by 19th century Barrios, through a burgeoning Downtown, up eclectic 4th Avenue, across University Boulevard traversing early 20th century historic neighborhoods and finally arriving at the University of Arizona, a center for exploration, discovery, and innovation. The streetcar line links Tucson's rich culture through time and space. It connects the community, offering a portal to the past, the wisdom of our heritage, and a window into our sustainable future. It links the built environment with the lush Sonoran desert, enhancing access to employment, a diversity of housing choices, commerce, government, entertainment, and education and providing opportunities for heritage tourism, and eco-tourism while respecting the character and historic relevance of adjacent neighborhoods. This Land Use and Development Implementation Plan preserves and celebrates the past, enhances the present, and guides future development to create a vibrant, viable, sustainable, healthy, compatible, walkable, bikable, ridable, and drivable corridor with a strong Tucson identity, character and sense of place.